

WORLDWIDE
BREWING
ALLIANCE
GLOBAL SOCIAL
RESPONSIBILITY
INITIATIVES

Worldwide Brewing Alliance

Global social responsibility initiatives

An initiative of the Worldwide Brewing Alliance:

Australasian Associated Brewers Inc. • Beer Institute • Brewers Association of Canada • The Brewers of Europe (whose membership encompasses European brewing trade associations) • British Beer & Pub Association • Cerveceros Latinoamericanos (whose membership includes Latin American brewers and trade associations) • Brewers Association of Japan • Union of Russian Brewers • Beer Wine and Spirit Council of New Zealand (until its closure in 2006).

WORLDWIDE BREWING ALLIANCE

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Each of the main ten sections contains information about:

- Actions undertaken, mainly by the national brewers associations / confederations and individual brewing companies, AND
- ★ Initiatives, part-funded by brewing companies, which are usually launched and run by Social Aspects Organisations.

It should be noted that the majority of the initiatives described are ongoing. A few examples of campaigns which have started and ended since the first edition (2003) have been included. This has usually been when evaluation results have been available.

Acknowledgements

In producing this overview of brewing industry funded initiatives, the Worldwide Brewing Alliance has consulted many organisations, most of whom are listed in the back of this document. The editor would like to take this opportunity to thank them for their help and assistance. She would also like to thank Robin Witheridge, LL.B. for his help with the proof reading and support in the preparatory stage.

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Beer is regularly enjoyed by people the world over and has been an integral part of society for centuries in many cultures worldwide. It is a natural, wholesome and thirst quenching drink and, when consumed responsibly, is perfectly compatible with a normal healthy lifestyle.

Beer is a major benefit to social, cultural and economic life around the world. Production and consumption patterns and habits differ widely from one country or region to another, particularly with regard to the different types of beers, all of which have their own individual characteristics.

What does not vary however is the brewing sector's continued commitment to discouraging misuse of its products, as shown by the initiatives described.



Foreword

Almost every adult on this planet likes to enjoy a good glass of beer or another alcoholic beverage once in a while. I certainly do. But as a European politician I am also confronted with the negative effects of abuse of alcohol. Of course there is a distinction between moderate consumption of alcohol and alcohol abuse. Moderate drinking can be a source of pleasure, while abuse is affecting the wellbeing of many civilians all over the world.

Looking at the facts on alcohol related harm in Europe, it does not paint a pretty picture. Alcohol abuse costs many lives and 125 billion euros a year in Europe. These figures show that something has to be done. Therefore I am pleased to notice the efforts the Worldwide Brewing Alliance is taking to support social responsibility initiatives world wide.

Since the first edition of the Worldwide Brewing Alliance publication in 2003, the number of social responsibility initiatives supported by the brewing sector throughout the world has more than doubled. This is impressive.

It is important that the brewing sector pursues its efforts across Europe and the world. More brewers in more countries have to engage in initiatives aimed at tackling misuse wherever it occurs, particularly with a view to addressing underage drinking.

It is also encouraging to see that the vast majority of these initiatives are conducted in partnership with other stakeholders including national and local governments. This publication will prove useful to all those who take interest in seeing the problems associated with the misuse of beer and other alcoholic beverages being addressed by as many stakeholders as possible.



Jules Maaten, MEP

The Netherlands

Alliance of Liberals and Democrats for Europe (ALDE)

Committee on the Environment, Public Health and Food Safety (ENVI)

Shadow rapporteur on the EP's opinion on an EU strategy to support Member States in reducing alcohol-related harm



Introduction

The first edition of the Worldwide Brewing Alliance (WBA) “Global Social Responsibility Initiatives” was published three years ago. During those years, the global brewing industry had continued and strengthened its commitment to the legal and responsible consumption of its fine products. That commitment is reflected by the growth of both the number of initiatives listed and the number of organisations represented.

In 2003, the WBA comprised its six founder members from Australia, USA, New Zealand, Canada, Europe as well as the UK Association. Since then, membership has grown with the addition of the Latin American Brewers, the Brewers Association of Japan and, most recently, the Union of Russian Brewers. It has lost one of its founding members with the closure of the Beer Wine and Spirit Council of New Zealand. It now represents almost 60% of the worldwide production of beer.

The WBA was established in 2003 with the objective of disseminating and exchanging good practices and information on social responsibility and product integrity issues. It also publishes a ‘Report on Drinking and Driving’ every two years as well as the Global Social Responsibility Initiatives booklet.

Brewers play a leading role in, and commit significant financial investment to, all the initiatives described in this document, either individually as brewers, by subscribing to trade associations¹ and their confederations or by funding Social Aspects Organisations (SAO’s)²

and their international affiliations. The majority of the world’s brewers actively participate in these initiatives and particularly in those run by brewing trade associations.

The number and range of the initiatives listed reflect the cultural and legal differences in the respective countries and show the need to tailor activity to local needs. Two examples of this diversity are prominent in this document. One relates to the efforts to discourage underage consumption, where the age under which it is illegal to purchase alcoholic drinks varies from place to place. The second refers to information about the alcohol contained in a package, where unit / standard drink sizes vary around the world.

A feature of this document is the array and variety of partnerships with other agencies which are described herein. Partnership provides an extra dimension for brewing sector initiatives, affording them wider expertise, knowledge, scope, recognition and coverage. The brewing sector seeks out and welcomes such partnerships worldwide.

A number of the initiatives described have been running for many years. Building on this experience, an increasing number now incorporate an evaluation to measure the effectiveness of their message. Where evaluation has been reported the results are included in italics below the initial entry. Evaluation invariably shows a positive effect of the initiative. For example, a campaign run by MEAS in Ireland showed that students who had been involved in the program had significantly lower drinking / binge-drinking rates than those who had not.

¹ **Trade Association:** Body set up by a sector like the brewing sector to promote and defend the interests of the sector towards national, international and non-governmental organisations / institutions.

² **Social Aspects Organisation (SAO):** Industry funded organisation which promotes the responsible consumption of alcoholic beverages through education and communication programs, as well as funding of specific measures such as those against drinking and driving. Details of the SAOs whose initiatives are described can be found on page 89.

WORLDWIDE BEER AND ALCOHOL

More than 570 initiatives from 46 different countries are described. These have been grouped under 10 main sections. The sections have been expanded in this edition to more accurately reflect the brewers' response to issues such as discouraging underage drinking. The largest section in this edition is the one which lists campaigns focused on reducing and preventing underage drinking. More than a quarter are devoted to initiatives designed to enforce the legal purchasing age and similar numbers are on the subject of teacher packages for schools and college programs respectively.

The section which has shown the most growth is the one which documents Codes of Practice for Responsible Commercial Communications. A number of new Codes are included, together with details of several which have been strengthened, including increased investment in developing the whole self-regulatory system. For example, the operation of a compliance mechanism, pre-launch advice / vetting or independent review boards. This reflects an increasing commitment to ensuring that commercial communications do not appeal to underage drinkers or encourage alcohol misuse.

Impressive as this document is, it cannot be considered in isolation. The worldwide brewing sector has a long-standing reputation for being socially responsible. This pre-dates the

current trends in Corporate Social Responsibility (CSR), as evidenced by the number of campaigns and Codes which have been running for many years (seven started more than 30 years ago). This document is not an historical record. It only includes campaigns which are ongoing or which have started since the first edition in 2003. Credit must, therefore, also be awarded to the numerous initiatives that have been undertaken by the brewing sector over the years.

There follows a collection of the responsible initiatives in which brewers from across the world have been involved over the last few years. This shows just one aspect of the brewing sector's ongoing commitment to ensure that its products are consumed only by adults, and then only in a responsible way.

Janet Witheridge (Editor)
British Beer & Pub Association
July 2007



Campaigns and educational material to encourage responsible or moderate consumption

This section includes materials designed to educate the consumer and promote responsible consumption and personal responsibility in general, together with programs designed to provide advice and information - for example, during pregnancy or recreational activities.



①



②

Australia



Australian Associated Brewers Inc.

- "Standard Drinks Logo" · 2005 ①

Australian brewers agreed to a uniform standard drinks logo¹ on bottle and can labels, to make it easier for consumers to calculate their consumption. This will be in place on all member company products by mid 2007.

Diageo Australia

- "Boo/Hooray" Red Stripe Advertisement · 2006

A television advertising campaign that says "Boo" to awkward social situations and "Hooray" to Red Stripe Beer. Apart from the commercial message, the campaign also focuses on social responsibility and encourages consumers to enjoy Red Stripe in moderation. Images of an aggressive body builder who spends too much time developing his upper body while ignoring his lower body are accompanied by the proclamation, "Boo too much of a good thing.!"

Belgium



Belgian Brewers

- "www.beerandhealth.com" · 2001 - ongoing

An unique independent website that brings together, on a single site, all the available scientific information about the effects of beer on health. The webmaster is Dr. Marleen Finoulst, who

writes in the professional medical press and in health columns. The information on the website originates in high-quality scientific journals, references to which are always given at the bottom of the text. In addition to current scientific studies on beer consumption and health, the site features extensive dossiers about beer (health aspects, nutritional value, beer and pregnancy, etc.), interviews with experts on beer and health, a diary of events on the theme of alcohol and health and a 'question and answer' section. Visitors may subscribe free of charge to a monthly newsletter keeping them informed of interesting developments in connection with beer and health and all site updates. The website is mainly aimed at the interested lay person who is looking for reliable and comprehensible information on the effects of beer (or alcohol in general) on health. The website is financed by the professional federation of the Belgian Brewers, eager to inform visitors about the health benefits of moderate beer consumption, without neglecting to warn against the negative consequences of excessive beer drinking. In this sense, the website wholeheartedly supports the philosophy of the Belgian Brewers and the Arnoldus Group: "Beer brewed with love should be drunk with good sense".

The German/Austrian version www.bierundgesundheit.com is financially supported by the Gesellschaft für Öffentlichkeitsarbeit der Deutschen Brauwirtschaft e.v. and the Verband der Brauereien Österreichs.

- "Beer & Society Information Center (B&SIC)" · 2001 - ongoing ②

Aims to improve understanding and communication on the positive aspects of beer and health, and provides information about responsible consumption, as well as the diversity, of Belgian beer, its flavours, drinking scenarios, types of beer etc..

1. In Australia, one Standard Drink contains 10g alcohol

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO's



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Brazil AmBev



● "Promotion of Responsible Consumption During Carnival 2006" · 2006

Messages about responsible consumption and the avoidance of "drinking and driving" to, and from, the event were used to educate consumers during carnival. Activities included: donating five thousand disposable breathalyzers to local and federal government agencies in Rio de Janeiro, São Paulo and Distrito Federal; distribution of information at appropriate airports; educational entertainment designed to identify those who were unfit to drive and offer a taxi for carnival goers in Recife and Olinda; and an offer of a temporary boomerang tattoo to help participants remember the importance of responsible consumption in Salvador.

● "Sponsorship of and Information at 'Skol Beats'" · 2005 - annual

'Skol Beats' is the largest music event in Latin America. It annually attracts more than 60,000 party-goers. Responsible consumption was one of the themes for both the 2005 and 2006 events. Stewards were on hand to provide information on responsible consumption and to advise on the different transport options available. These included free buses to take people to the subway. Festival goers were entertained by a virtual game, which checked whether or not they were fit to drive, and a strict minimum legal-age policy was enforced to protect minors. The company also initiates similar responsible consumption activities in many other music and cultural events during the year.

● "The AmBev Responsible Consumption Program" · 2001 - ongoing

Promotes responsible consumption of the company's products, focusing on the harms of underage drinking and drink-driving. In 2006, a boomerang logo with the strapline, "It's cool to go and to come back", was launched. The campaign, which includes responsible consumption, activities and partnerships, communicates the message to both internal and external stakeholders. The campaign is also being run in Ecuador, Peru and Venezuela.

Bulgaria



Union of Brewers in Bulgaria (UBB)

● "Responsible Consumption Messages in TV Advertising" · 2006 - ongoing ③ ④

Written phrases and statements about responsible consumption of beer for members of the UBB to place in advertising clips on national TV channels. "Consume with pleasure and moderation".

● "Publication of Basic Principles" · 2005 - ongoing

UBB's basic principles of responsible commercial communications include policies on: responsible consumption; minors; drinking and driving; health and moderate consumption; drinking and social behaviour; sporting and sexual success; and the promotion and sampling of beer brands. Opportunities are taken to publicise them in the national press.

Canada



Brewers Association of Canada

● "'Motherisk' Alcohol and Substance Use Helpline" ⑤

1999 - Renewed 2006 - ongoing

A toll-free national access helpline for women, their families, and their healthcare providers. Provides answers to questions regarding pregnancy and breastfeeding including the consumption of alcoholic beverages during pregnancy. In partnership with Toronto's Hospital for Sick Children.

In 2006, the Association renewed its commitment to fund the helpline for a further three years.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO's

Labatt Breweries of Canada

- **"Know When to Draw the Line" · 1990 - ongoing**

A responsible consumption campaign which targets young adult beer drinkers. Using a range of media, this program addresses the issue of binge-drinking and over-consumption among young adults with a serious message concerning responsible consumption. It has been complemented by award-winning commercials, point-of-sale reminders from posters and coasters, and national print campaigns featuring a wide range of imagery designed to promote responsible consumption at on-premise locations across Canada. Labatt's national initiatives and themes are complemented by local partnerships and programs that bring the "Know when to draw the line" message home.

Molson Canada

- **"Molson's Responsible Use Program" · 1989 - ongoing**

A one million dollar national campaign that promotes the responsible consumption of, and responsible attitudes towards, alcohol and drinking. Working in conjunction with a number of other organisations and partners, the company brings timely, educational, targeted programs to people across the country. It works with its employees and territory representatives, as well as with social groups, police, and health care professionals. Within the brewing industry, the company is a sponsor of cooperative programs that promote public awareness of responsible use, and undertake research on traffic safety. These programs, run by groups such as the Brewers Association of Canada, Canada's National Brewers, Quebec Brewers Association, and The Beer Store, complement the Molson "Don't Drink and Drive" message - see page 40.

Chile

Compañía Cervecerías Unidas S.A. (CCU)

- **"Responsibility Messages on Packages" · 2004 - ongoing**

'CCU Asks You to Consume Responsibly' - labelling on packages for alcoholic drinks. Since 2005, these labels have also included the message 'Product for those 18 and older'.

Czech Republic

Czech Beer and Malt Association (CBMA)

- **"Czech Beer – Our Beer" · 2000 - ongoing**

A long term campaign which aims to inform the public about beer, general matters related to beer and health, and the importance of moderate consumption.

Denmark

Bryggeriforeningen

- **"www.bryggeriforeningen.dk" · updated in 2006 - ongoing**

An updated website, including messages of moderation and responsibility, together with the marketing code.

- **"Units of Alcohol" · since 1995**

Members of the Danish Brewers Association label each alcoholic product with its respective number of units^{II} of alcohol.

GODA

- ★ **"www.goda.dk" · updated in 2005 - ongoing** ⑥

GODA's website includes facts about alcohol and information on sensible alcohol consumption. The site targets adolescents, parents and teachers. It receives approximately 20,000 visits on an annual basis.

Dominican Republic

Cervecería Nacional Dominicana (CND)

See also the Campaign of Responsible Consumption which emphasizes responsible consumption, as well as the dangers of drinking and driving e.g.: **'If you take a drink, take it easy. If you take a drink, take the pulse of your conscience.'** - see page 42.

France

Brasseurs de France

- **"www.reperes-alcool.com" · 2006 - ongoing** ⑦

The first website made by beer producers to inform people about the World Health Organisation's (WHO) recommendations on responsible consumption of alcoholic beverages: no more than 2 units^{III} for women, 3 for men per diem and none in a few instances (pregnancy, childhood, etc). The website was launched in the national daily press with an advertising campaign to publicise the site and to remind people to enjoy beer with responsibility.

Entreprise & Prévention (E&P)

- ★ **"Experimental Campaign about Foetal Alcohol Syndrome (FAS)"**

Pilot-study in 2006 – evaluation and extension in 2007

With the objective of promoting dialogue between women and their medical practitioners about alcohol consumption, this program uses leaflets and posters for waiting-rooms, and a guide for medical staff. It was set up in partnership with the city of Le Havre, Normandy, and ran from June to December. The evaluation is in progress, and the results will be used to roll out the campaign at national level.

II. In Denmark, one unit contains 12g alcohol.

III. An alcohol unit is defined here as 10g of alcohol.



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★ **“Responsibility Messaging in Advertising” · since 2007** ⑧

A professional campaign to promote the WHO responsible consumption advice. The logo showing the website - www.2340.fr is being placed on printed advertisements for alcoholic drinks and the campaign has been publicised to explain its significance. It is coordinated by E&P on behalf of the 6 associations representing alcoholic drinks including **Brasseurs de France**.

Germany



Deutscher Brauer-Bund e.V.

● **“Bier Bewusst Genießen” (“Drink Beer Sensibly” or “Savour Beer Responsibly”)**
· 2006 - ongoing ⑨

A campaign targeted at consumers via brewers and vendors. The message of responsibility is conveyed through this clear message which brewers and vendors are encouraged to incorporate into their operations and their marketing. It has two independent parts:

- Encouraging breweries to incorporate the slogan;
- “Packages” for pubs/restaurants, for markets and for petrol stations.

Eder & Heylands

● **“Information on the Company Website”** ⑩

Information about alcohol and responsible drinking on the website www.eder-heylands.de backs up the **“Bier bewusst genießen” (“Drink beer sensibly”)** included on the company’s advertising posters.

Hungary



Association of Hungarian Brewers

● **“Ambassador of Beer” · 2004 - ongoing** ⑪

Each year a well known Hungarian celebrity is appointed to the position of the “Ambassador of Beer”. This person’s duty is to promote the moderate consumption of beer, emphasize the healthy effects of moderate consumption and introduce the culture of beer each time he or she appears.

Borsod Brewery

● **“Visitor Centre” · Opened in 2005**

The aim of the visitor centre, established in the old malt factory, is to show the brewing process and raw materials used, together with Borsod Brewery’s history and products. Visitors can view this information, together with a responsible consumption message, in an interactive form. Visitors include groups from schools, and others who would like to know about local customs and culture.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO’s



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Ireland



Guinness Ireland

● **“Wake Up Call Campaign” · 2007**

A campaign to promote responsible consumption of alcoholic beverages consisted of TV, press and outdoor advertising. It followed on from previous successful campaigns.

● **“Educational Choice Zone at the Guinness Storehouse” · 2004 - ongoing**

Uses film and interactive media to challenge visitors to reflect on their own drinking habits and the choices they make about the consumption of alcohol. The exhibit’s material has purposely been positioned to avoid a defensive, moralising or judgemental dialogue with visitors in order to create a balanced, fair and open understanding of alcohol in society. The Storehouse is the second most popular fee-charging tourist attraction in Ireland, with over 700,000 visitors annually.

Mature Enjoyment of Alcohol in Society Ltd (MEAS)

★ **“drinkaware.ie” · 2006 - ongoing** ⑫ ⑬

A consumer focused initiative, supported by a website of the same name, aimed at reducing the culture of excessive drinking. www.drinkaware.ie provides information on standard drinks^{IV}, the effects of alcohol on the body, information relating to different life stages and contexts, as well as useful hints and tips. In addition, it provides consumers with the facility to: compare their drinking patterns with the Irish Government’s drinking guidelines; maintain an online personal drinks diary; and participate in an online quiz. The initial drinkaware.ie advertising campaign, which ran from the beginning of November 2006 until the end of January 2007, targeted 18-29 year-olds and featured TV and radio advertisements, together with outdoor posters carrying the line ‘Know the one that’s one too many’. Further major communications campaigns will be carried out throughout 2007 and at key periods throughout the calendar, e.g. Christmas, St. Patrick’s Day, Easter and the exam results period. A drinkaware.ie promotional leaflet and a hand-held standard drinks calculator have also been produced to support these campaigns.

IV. In Ireland, one standard drink contains 10g alcohol.

drinkaware.ie¹²



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★ **"Responsibility Messaging Guidelines" · 2005 - ongoing**

Guidelines for the communication of the responsibility message "Enjoy [Brand X] Sensibly" for alcohol advertisements produced by member companies that are targeted at consumers. The guidelines were developed to ensure clarity, legibility, consistency and prevalence of the responsibility message. All member companies have incorporated responsibility messages on consumer-targeted advertisements in Ireland.

★ **"Standard Drinks Calculator" · 2004 - ongoing**

An online Standard Drinks Calculator that allows the consumer to determine the specific number of standard drinks that he or she has consumed in a seven-day period. The facility, which can be found on the MEAS website www.meas.ie, has been developed in the context of MEAS's initiative to provide information resources to educate the general public about alcohol, and to promote moderation in the consumption of alcohol. The Standard Drinks Calculator has the facility to track the number of consumers who have used the resource to determine the number of standard drinks that they have consumed over a 7-day period.

Jamaica



Red Stripe (Diageo)

● **"Think. Drink" · 2007 - ongoing**

An initiative to discourage irresponsible drinking behaviour consisting of messaging aimed at preventing drink-driving.

Japan



Asahi Breweries

● **"Keeping on Good Terms with Alcohol: A Guidebook for Responsible Drinkers" · published in 1998 - ongoing** ¹⁴

A booklet designed to educate the public about sensible drinking, and to prevent underage drinking. It informs people about the 'right' way to drink and demonstrates the importance of moderation. More than two million copies have been distributed throughout Japan since the booklet was first produced.



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● **"Healthy Relationship Between People and Alcohol" · 2002 - ongoing**

The corporate website provides information on Asahi Breweries' efforts to address alcohol-related problems www.asahibeer.co.jp.

KIRIN Brewery

● **"Alcohol and Health" · 2002 - ongoing**

Web-based alcohol and health encyclopaedia on the corporate website www.kirinholdings.co.jp. In 2006, about 560,000 consumers accessed the site.

● **"Drinking and Health" (General Public Version) · 2000 - ongoing** ¹⁵

CD-ROM distributed to consumers to explain the risks of harmful consumption of alcohol and the benefits of moderate drinking. *Around 10,000 CDs have been distributed free of charge.*

● **"The ABC of Alcohol and Health" · published in 1996 and distributed annually** ¹⁶

A booklet widely distributed to the public to discourage inappropriate drinking and convey information on the benefits of moderate drinking. Every year, it is distributed to the coming-of-age ceremonies of about 800 local governments and to freshmen of 21 universities. A web version of this material is also now available.

Since 1996, 5,600,000 copies have been distributed free of charge.

Sapporo Breweries

● **"Alcohol, Pleasantly, Wholesomely" · 1999 - ongoing**

A booklet published as part of material for enlightenment, which provides information such as the way the body digests alcohol, the rationale against underage drinking, drinking and driving and drinking during pregnancy.

Over one hundred thousand copies have been distributed to various organisations upon request.

Suntory

- **"Booklet" · 1993 - ongoing**

The first educational material on the subject of moderate consumption published by an individual company in Japan. The booklet is available free to the general public.

- **"Responsible Advertising Campaign" · 1986 - ongoing**

The first, and still the only, advertising campaign for moderate and responsible consumption run in an educational newspaper in Japan.

By 2005 more than 100 issues had appeared. It has won a prize from the Newspaper Council.

Kenya

East African Breweries Limited (EABL)

- **"Drink Responsibly, Live Responsibly" · 2005 - ongoing**

An awareness-raising campaign supported by articles and columns in newspapers, magazines and communicated on billboards, radio and television. This campaign aims to promote awareness of responsible drinking.

- **"Newspaper Question-and-Answer Column" · 2005 - ongoing**

A weekly newspaper column in the Daily Nation with the psychologist Dr. Njenga. The column provides consumers with an opportunity to ask questions on alcohol issues. This is part of an ongoing awareness campaign which helps to provide consumers with factual information about alcohol and promotes awareness of responsible drinking behaviours.

Malta

The Sense Group (TSG)

- ★ **"Tkunx il-Bufferu tar-Rahal" ("Don't be the Town's Clown") · 1999 - ongoing**

An anti-binge-drinking campaign run during the Summer "fiesta" season in Malta which aims to discourage the idea that it is "macho" to get drunk. It promotes the idea that bingeing is puerile and clownish. A set of cartoons was commissioned for the campaign which appears in advertisements in youth magazines and in the cinema. Radio advertising is used to reinforce the message during fiesta time.

- ★ **"Anti-binge-drinking Media Campaign" · 2000 - ongoing**

Similar to "Tkunx il-Bufferu tar-Rahal", but aimed at nightlife. This projects bingeing in a negative light.

● Initiatives of Brewers and Brewers Trade Associations

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Mexico

Cámara Nacional de la Industria de la Cerveza y de la Malta (CANISERM)

- **"Una Cerveza a tu Salud" ("A Beer for Your Health") · ongoing**

Radio and television programs to inform the consumer about the positive aspects of moderate consumption of beer and the potential beneficial effect on health.

- **"Cerveza y Salud" ("Beer and Health") · 2006 - ongoing**

The spokeswoman for the industry takes every opportunity to inform people, through electronic forms and interviews, about the risks of misuse and about the benefits of moderate consumption of beer.

- **"Todo Exceso es Malo para Vivir Mejor" ("To Live Well all Excess is Bad") · ongoing**

A campaign which uses illustrations by a Mexican artist to spread messages that all excess is bad, to live better, to eat healthily and, if alcohol is consumed, it must be with moderation.

- **"Consumo Responsable" ("Responsible Consumption") · 2003 - ongoing**

A campaign using different printed items like, t-shirts and mugs, to foster the culture of responsible consumption of beer.

Grupo Modelo

- **Participation in "Espacio 2005" ("2005 Space") · 2005**

Espacio is an annual program organised by the university community of Hispano-America, in which the participants learn about the enterprise world. Space 2005 was held in San Luis Potosí from the 14th. to the 18th. of March. It had an attendance of more than thirty thousand students coming from one hundred and fifty universities in Mexico and other parts of Latin America. "Voices in Commitment" was the theme of the 450 sessions and activities that were offered in Space 2005. Grupo Modelo participated in this program on the subject "Responsible Consumption" to engage young people in the subject.

- **"Por un Consumo Responsable" ("For Responsible Consumption") · ongoing**

A radio and television campaign supported by Mexican personalities who are recognized worldwide. Its primary target is to promote the value of responsible consumption and its importance to young people for a healthy life.

Cervecería Cuauhtémoc Moctezuma

- **"Labor Editorial" ("Publishing work") · 2002 - ongoing**

Publications, such as brochures, post cards and pamphlets, containing scientific information about the physical and psychological effects of alcohol in human beings, as well as tips on responsible consumption. These documents are usually delivered to people in the crusades

organized by the Designated-Driver promoters at special events, such as concerts, soccer and baseball games, fairs, and at special occasions such as vacations, spring breaks, back to school weeks, Christmas, etc.

New Zealand



Beer Wine and Spirits Council (BWSCNZ)

- **"www.drinkresponsibly.co.nz"**

Started in 2006 and maintained by the brewers from 2007 onwards

A website demonstrating the commitment of the New Zealand brewing industry to social responsibility. It has important information for alcohol consumers including educational messages: 'Don't Drink While Pregnant'; 'Don't Drink and Drive'; and 'Don't Drink and Use Machinery'. Additional information on standard drinks^v guidelines and safe drinking practices are also an integral part of the website. The website address is currently being incorporated on New Zealand brewers' labels and packaging when they are redesigned.

Portugal



APCV-Portuguese Brewers Association

- **"www.apcv.pt" · 2003 - ongoing**

A website which includes information about worldwide initiatives countering alcohol misuse.

- **"www.ibesa.pt" · 2003 - ongoing**

A beer and health website containing information on the health benefits of moderate consumption and the dangers of alcohol misuse as reported through medical and scientific publications. It was created by the Portuguese Institute of Drinks and Health.

- **"Seja Responsável. Beba com Moderação."**

("Be Responsible. Drink with Moderation.") · 2001 - ongoing

A slogan which is included in beer advertisements in all media. In 2006, coverage reached 100% of the Portuguese beer market following the start of the new Code of Self-Regulation. The message is now included in almost all alcoholic drink advertisements.

- **"Benefits of Moderate Beer Consumption" · 2000 - ongoing**

Translations of the booklets published by The Brewers of Europe (see page 17) are used in all the awareness campaigns by the Portuguese Brewers Association.

^v In New Zealand, one standard drink contains 10g alcohol.

Russia



Ochakovo Moscow Brewery

- **"Ochakovo Museum" · 2005**

A museum containing a unique collection of more than 300 exhibits on the history of beer, Russian / Moscow brewing traditions from the 17th century, drinking culture and responsible consumption. Tour routes are specifically selected for each group depending on age and interests.

About 13,000 people have visited the museum since it was opened.

OSJC Baltika Breweries

- **"Beer Festivals" · 2006**

Baltika organised 11 beer festivals in different regions of Russia. They provided an opportunity to promote a responsible beer drinking culture.

- **"The Beer Story in Russia" · 2003 - ongoing**

A brochure documenting history from ancient times until the collapse of the Russian Empire. It contains facts about beer history and the benefits of moderate beer consumption. 5,000 copies have been distributed free of charge. (Saint-Petersburg)

- **"Medical and Social Problems of Alcoholism in Russia and Possibilities for its Reduction" · 2003 - ongoing**

A brochure published jointly with a magazine "New Saint-Petersburg Medical News". It is intended for general medical practitioners, and 5,000 copies have been distributed free of charge. (Saint-Petersburg)

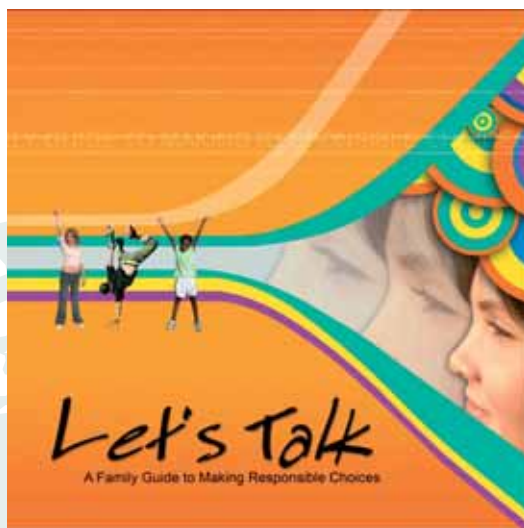
South Africa



SABMiller subsidiary - SAB Ltd

- **"Draw the Line" · 2005 - ongoing**

A responsible-drinking campaign focusing primarily on the issues of binge-drinking and driving under the influence of alcohol. The campaign reaches urban and rural consumers through TV commercials, 84 outdoor billboards, radio advertisements (across 19 stations and in all 11 official languages) and print advertising. In addition, point-of-sale materials (including fridge decals, till wobblers, coasters, posters, t-shirts and caps) were available at some 40,623 outlets throughout the country - both on- and off-premise. The slogan for the campaign is 'Live Responsibly. Drink Responsibly' and people are made to think and re-appraise their actions, and to be alert to the dangers of over-consumption. Partners include the ARA (see over), Arrive Alive, SAPS and various applicable government departments.



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Industry Association for Responsible Alcohol Use (ARA)

★ "Guidance Booklet for Parents" - 2007 17

A family guide to making responsible choices. It was developed in partnership with the Department of Social Development (DoSD) and has a foreword by Jean Benjamin, Deputy Minister, DoSD.

★ "Foetal Alcohol Syndrome (FAS) Poster Campaign"

• 2004 - Repeat planned 2007 - ongoing 18

Posters, aimed at communities which are at risk, warning about the dangers of drinking while pregnant. A campaign undertaken in partnership with the Foundation for Alcohol Related Research (FARR) and with the support and endorsement of the Department of Health/Provincial Departments of Health.

Spain



Cervceros de España

● "Leaflet for Pregnant Women" - 2007 - ongoing

A leaflet recommending drinks such as alcohol-free beer during pregnancy ("non-alcoholic beer" is included in the Healthy Food Pyramid). The leaflets will be distributed by doctors in their surgeries. Calendars, stickers and fridge magnets will also be available. The author is Sociedad Española de Nutrición Comunitaria (SENC) and the initiative is being run in cooperation with the Spanish Society of Gynaecology and Obstetrics (Sociedad Española de Ginecología y Obstetricia- SEGO).

The Netherlands Heineken N.V.



● "www.enjoyheinenresponsibly.com" - 2004 - ongoing 19

The international website for the company which informs consumers about the effects of alcohol on health and the social environment. It focuses on responsible alcohol consumption and is promoted on advertisements and on bottle and can labels by Heineken NV and many of its operating companies worldwide. Examples include Brau Union Hungária Sörgyárak Nyrt. - www.brau.hu, Heineken Italia - www.heineken.it who also publicise the site on all event materials or Heineken USA - www.heinekenusa.com.

STIVA - The Dutch Foundation for the Responsible Use of Alcohol

★ "Geniet Maar Drink Met Mate" ("Enjoy Your Drink, but Be Moderate")

• 1990 - revised 2006 - ongoing

A campaign about both the misuse and responsible consumption of alcoholic beverages. It is the most frequently broadcasted slogan in The Netherlands because, from May 2005, all drink advertisements on TV must show this slogan.

From May 2006, the slogan is only used for drinks over 14.9% abv. A new slogan has been introduced for beer and wine - see page 31.

★ "www.genietmaardrinkmetmate.nl, ("Enjoy Your Drink, but Be Moderate")

• 2001 - re-launched March 2007 20

A website with information about moderate drinking. It introduces alcohol units^{vi}, to help people to calculate their consumption.

★ "www.stiva.nl" - 2001 - ongoing

The website includes information on the self-regulatory Advertising Code (also in English) and on sensible drinking, activities, projects, fact sheets and rules for promotions in the on-trade

● Initiatives of Brewers and Brewers Trade Associations
★ Initiatives of organisations part funded by the brewing industry such as SAO's



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AIM-Alcohol in Moderation

★ "Alcohol and You" · 2005 - ongoing

An eight page booklet for Waitrose's (a supermarket) consumers which answers the most frequent questions asked about alcohol. Available in-store in all its wine and spirit departments together with shelf-talkers and web-links.

★ "www.drinkingandyou.com" · 2000 - ongoing

Consumer websites built around each country's sensible drinking guidelines. Sites exist for the UK, France, Spain, Germany, Sweden, US and Canada. Each site has a local partner and has an average of 60,000 visitors a month.

★ "www.aim-digest.com" · 1992 - ongoing

The "Gateway to Sensible Drinking and Health". This website replaced printed editions of the AIM Digest. It provides a comprehensive free database of summaries and peer-reviewed papers, forum reports, book reviews and analysis of activities relevant to responsible and sensible drinking.

USA



Anheuser-Busch Companies, Inc.

● "Responsibility messages on advertisements" · since 2004

Advertisements carry the message 'Responsibility matters'.

● "Sound Attitude" · 2003 - ongoing 23

A program which provides a comprehensive action plan for positively influencing audience behaviour at musical performances, outdoor concerts, and festivals. It coordinates the efforts of entertainers, promoters, facility managers, and concessionaires to encourage personal responsibility, respect for fellow music lovers, and respect for the law by focusing on three areas: fan communications; staff training; and designated-driver programs - see www.beeresponsible.com.



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● "Great Party Guide" · 1995 - ongoing 24

Guidelines which provide hosts with tips to help ensure their guests consume alcohol beverages responsibly and get home safely after the party. The guide outlines steps to help ensure a safe and enjoyable time - see www.designateddriver.com and www.whosyourbud.com.

● "Recreational Activities Pamphlets" · 1990 - ongoing 25

For adults engaging in hunting, water and winter sports, promoting general sport safety and offering responsible drinking tips - see www.beeresponsible.com.

● "Good Sport" · 1986 - ongoing 26

A program which helps stadium operators, team owners, and concessionaires promote positive fan behaviour at stadium events, street festivals, and at other special events. It uses communication, training, and fan management techniques - see www.beeresponsible.com

SABMiller Subsidiary - Miller Brewing Company

● "You're in Command. Boat Responsibly! Live Responsibly!" · 2005 - ongoing

A pamphlet created in support of the US Coast Guard's 'You're in Command. Boat Responsibly!' initiative. There are tips inside the six-panel pamphlet for safe boating, with facts you should know before setting off, and new boating statistics from the US Coast Guard. Three new print advertisements also support this initiative.

● "Responsibility messages on advertisements" · since 2004

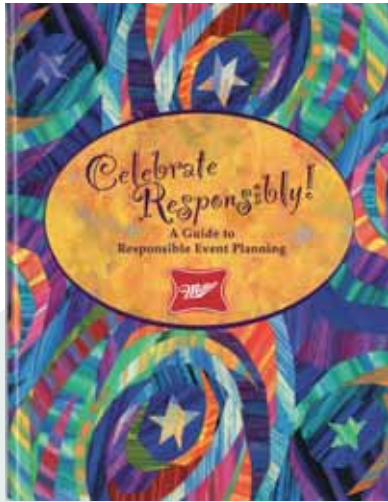
All advertisements carry a responsibility message.

● "Celebrate Responsibly" · 2001 - ongoing 27

Provides tips for preventing underage access, promoting responsible consumption, and encouraging the use of designated-drivers and other safe ride programs. It is designed to help those planning safe community, business, and commercial events at which alcohol beverages will be served.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO's



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● **“Live Responsibly” · 2001 - ongoing** 28

A campaign that communicates to legal-drinking-age consumers that there are consequences when excess alcohol is consumed. The campaign has been extended to address other aspects of life. A video is also available which discusses Miller’s commitment to encourage responsible consumption of its products and describes its efforts to play a positive, solution-oriented role in helping to reduce drunk driving, prevent underage access and promote responsible decision-making.

National Safe Boating Council

★ **“Boating Education Advancement Awards” · 1993 - ongoing**

The National Safe Boating Council is the foremost coalition for the advancement and promotion of safer boating through education. Brewers sponsor the prestigious Boating Education Advancement Awards which were established to recognize outstanding boating safety programs.

★ **“Play it Safe on the Water” · 1990 - ongoing** 29

A program which reminds boaters, water-skiers, and other water recreation enthusiasts to be responsible on the water in all activities. It includes billboard and print advertisements, as well as consumer materials that offer tips on hypothermia, safety equipment, distress signals, as well as on responsible drinking.

Techniques for Effective Management Coalition (TEAM)

★ **“Responsible Fan” · 1985 - ongoing** 30

Training and education materials to promote responsible drinking and positive fan behaviour. TEAM is a unique alliance of professional and collegiate sports, entertainment facilities, stadium

service partners, concessionaires, brewers, broadcasters, government safety experts, and others united in an effort to promote responsible drinking and positive fan behaviour. It began as a program of the National Highway Traffic Safety Administration in 1985. TEAM’s missions are to provide effective alcohol service training in public assembly facilities, and to promote responsible alcohol consumption that may enhance the entertainment experience, whilst reducing alcohol-related incidents both in facilities, and on surrounding roadways. TEAM is supported by the Beer Institute, Anheuser-Busch, SABMiller Subsidiary – Miller Brewing Company and Coors Brewing Company - see www.TEAMCoalition.org.

Europe



The Brewers of Europe

● **“The Benefits of Moderate Beer Consumption - 3rd Edition” · published 2004**

First published in 2000, this edition drew on the current state of research on the potential benefits of responsible beer consumption, as presented at the 3rd Beer and Health Symposium - see www.brewersofeurope.org.

International



International Center for Alcohol Policies (ICAP)

See also publications (page 81) and conferences / workshops (page 87).

Programs focused on reducing and preventing underage drinking

This section includes programs which specifically address young people through, for example, campaigns which encourage responsible consumption and promote awareness about the dangers of excessive consumption. It includes efforts to promote enforcement of the legal purchasing ages¹, teacher packages for schools, youth club schemes, college programs and help for parents wanting to discuss the issues with their children.

Argentina



Cervecería y Maltería Quilmes

- “Vivamos Responsablemente” (“Let’s Live Responsibly Program”)

- 2003 - ongoing ① ②

An educational program which comes from an initiative based on the Company’s decision to undertake a shared program with families, schools, the community and the authorities to avoid abusive behaviour through the promotion of healthy values among youths. It is about coming closer to young people to help them understand the reasons for, and the context of, many of their actions, so encouraging them to behave in a more creative, harmonious and positive manner. The program’s guidelines and contents were selected and developed with the advice of two renowned experts in the field: Dr. José Eduardo Abadi and Lic. Miguel Espeche. It includes a series of free talks in high-schools facilitated by a team of professionals that has been specially trained to address the issues of adolescence, and to ensure that the exchange is an enriching one. In a dynamic way that encourages dialogue with youths, the talks provide

I. The minimum drinking age (mda) and the minimum purchase age (mpa) vary from place to place. Where the text refers to “minors” or “underage”, it means young people under the ages listed here. The following is a rough guide but for more information consult the ICAP table see page 84.

16 - Austria*, Denmark, France, Germany*, Malta*, Spain*, and the Netherlands*.

18 - Argentina*, Australia, Brazil, Canada*, Chile, Czech Republic, Estonia, Finland*, Hungary*, Ireland, Kenya, Mexico, New Zealand, Norway*, Peru, Poland*, Romania, Russia, Slovakia, South Africa, Sweden*, UK and Venezuela*.

19 - South Korea

20 - Japan

21 - USA

* variations between mda and mpa OR the age at which different drinks can be drunk/purchased OR interstate

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO’s



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an opportunity to deal with five different values: Responsibility; Awareness of one’s own limits; Tolerance/Respect; and Affections and Effort. The program agenda also includes talks for parents at clubs and institutions, and meetings with teachers in the schools whose headmasters are willing to promote this activity within their educational communities.

In addition to talks for parents, the team of the Vivamos Responsablemente program created the “**Guía Para Padres de Hijos Adolescentes**”, (“**Guide for Parents of Teenage Children**”). This material has been designed and developed to improve communication between parents and children about some of their most conflicting day-to-day issues: namely, the parental role when faced with new alternatives of adolescence, such as: the use of free time; the emergence of authority versus authoritarianism; the difference between control and care; and alcohol and prevention information. The Guide is available from the program’s website at www.vivamosresponsablemente.com.

Australia



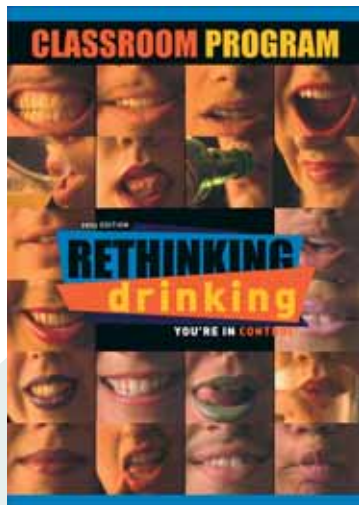
Australian Associated Brewers Inc.

- “Rethinking Drinking – You’re in Control”

- 1997 - updated 2004 and 2006 - ongoing ③ ④

Classroom teaching materials for secondary schools promoting a harm-minimisation approach to alcohol use. It includes lesson planners, student workbooks, and a DVD. The program development was funded by the brewers and is used extensively in Australia’s secondary schools.

In **2004**, the kit was revised to be more culturally inclusive of Aboriginal and Torres Strait Islander students. It is published and distributed to all Australian schools. The scheme is now funded jointly by the brewers and the Australian Government. In **2006**, a web-based resource



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- www.rethinkingdrinking.org - was introduced to assist organizers of student and parent "Alcohol Information Nights" which are designed to stimulate family discussions on alcohol. This initiative is a collaboration between the brewers and the Alcohol Education Rehabilitation Foundation Ltd..

Austria



Verband der Brauereien Österreichs

- "Jugendarbeit eines Wiener Fußballvereins" ("Youth Work of a Vienna Soccer Club") · 2001- ongoing

A project in cooperation with psychiatrist, Prof. Dr. Lesch, to educate youth trainers at a Vienna soccer club on how to deal with specific problems (e.g. alcohol related) which young soccer players may encounter.

Brazil



AmBev

- "Ask for an ID Campaign" · 2001 - ongoing

A responsible consumption initiative, with a focus on curbing underage consumption, provided at the point-of-sale and in advertising campaigns and events. Around 350,000 commercial establishments participate in the campaign and all company events in Brazil promote responsible consumption messages, often with innovative touches to reinvigorate the responsible consumption message.

Canada



Brewers Association of Canada

See also Social Norming research on page 75

Molson Canada

- "Responsible Use on Campus" · 2006 - ongoing

A national alcohol education campaign launched in cooperation with the Student Life Education Company (SLEC). The program will be delivered by a division of SLEC, BACCHUS Canada.

Chile



Compañía Cervecerías Unidas S.A.

- "Responsible Alcohol Consumption Program for University Students" 2005 - ongoing

The message is promoted during meetings and forums, which are attended by thousands of students throughout the year. The campaign uses attractive messages and special merchandising such as keyrings and mousemats. It is run in alliance with the "Young Leaders Association", a private organisation that promotes leadership and access to better personal and professional opportunities for young people.

- "Clients" · 2004 - ongoing

A program to prevent the consumption of alcohol by minors aimed at stores where alcohol is sold. This campaign was developed to back up the law. Between 2004 and 2006, this program reached 20,000 liquor stores, 120 supermarkets, and 33 minimarkets located in gas stations.

- "Educating Within the Family" · 2001 - ongoing

A course for monitors in public schools to ensure that people related to the school and the families are capable of transmitting the initiative below.

- "Educating Within the Family' for Public Schools" · 1999 - ongoing

A program which gives technical information and practical advice to parents of teenagers (from 11 to 13 years old) in order to avoid consumption of alcohol by young people.

The program has reached 404 public schools and 33,000 families.

In 2003, the same program was extended to Private Schools and this program has reached a further 40 schools and 8,000 families.

Costa Rica



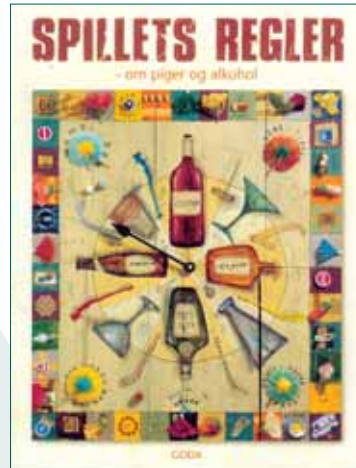
Cervecería Costa Rica

- "Sólo con Cédula" ("Only with an Identification Card") · 2006 - ongoing

A program that provides retailers with materials to warn young people not to attempt the purchase of alcoholic beverages unless they have their I.D. card ("cédula") to prove they are above the minimum drinking age of 18.



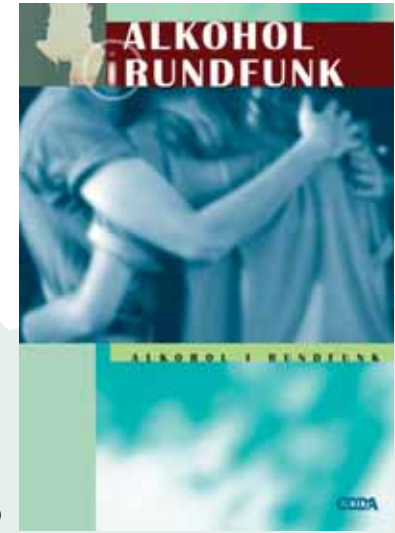
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● **"No le Luce" ("It Does Not Suit Him")** · 2005 - ongoing

A TV and radio campaign in which two teenage girls talk about not feeling attracted to teenage boys who drink, because they "say dumb things" and "don't dance well".

● **"Si es con Alcohol no es Conmigo" ("If it Contains Alcohol it is not For me")**

2001 - ongoing

An educational program promoted by the Costa Rican brewing industry which was adopted by the Ministry of Education.

In 2005, the Institute of Psychological Research of the University of Costa Rica surveyed the results of the program on actual drinking habits of high-school graduates. Results show that students who had attended the program had significantly lower drinking and binge-drinking rates than those who did not.

Czech Republic

Czech Beer and Malt Association (CBMA)

● **"Underage Drinking - Slow down! Project"** · 2006 - ongoing

A project carried out by CBMA and HORECA CR (Association of On-Trade Outlet Owners) to help the on-trade market prevent underage drinking. The activities involve a list of FAQs explaining the existing legislation relating to underage drinking, a sticker that the owners of restaurants may use in their premises explaining that they do not serve alcohol to minors, and educational programs which are organised by the CBMA members (breweries).



Denmark



GODA

★ **"Redskaber til Forældremøder" ("Tools for Parent-Teacher Meetings")**

· 2006 - ongoing

Tools including meeting agendas, dialogue cards and a quiz, which focus on aspects and dilemmas relating to young people and alcohol. Everything is available to download at www.goda.dk.

★ **"Alkoholpolitikker på Ungdomsuddannelser" ("Alcohol Policies - Places of Youth Education")** · 2006 - ongoing

A tool for implementing a policy on alcohol. The target groups are asked to define common situations where alcohol is present and then to label them as either acceptable or unacceptable. The debate constitutes the basis on which the final implementation of an alcohol policy can take place.

★ **"Ungdom og Festkultur" ("Youth and Leisure Patterns")** · 2006 - ongoing 5

An anthology, including extracts from contemporary literature, history and sociological and medical surveys which is aimed at high-school students. The publication includes factual information about alcohol as well as an in-depth discussion and debate on aspects of alcohol and recreational behaviour.

The material has been reviewed in a professional journal for high-school teachers and is highly recommended and described as material which all high schools should order.

★ **"Spillets Regler" ("The Rules of the Game")** · 2005 - ongoing 6

A magazine for young women (16 - 20 year-old) concerning alcohol and lifestyle. The magazine is distributed free to schools and youth clubs.

● Initiatives of Brewers and Brewers Trade Associations

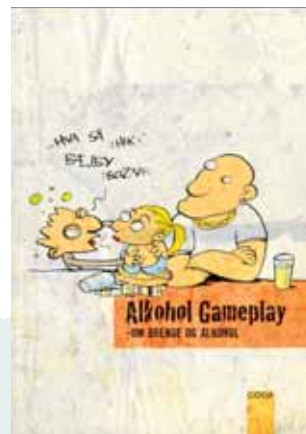
★ Initiatives of organisations part funded by the brewing industry such as SAO's



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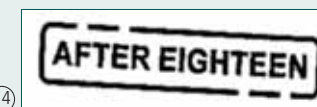
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★ **“Til Forældre med Teenagere” (“For Parents with Teenagers”)** 2005 - ongoing ⑦

Guidelines for parents dealing with their children’s introduction to alcohol. It includes a contract made between the adolescent and the parents. It is distributed free to schools.

★ **DVD “Alkohol I Rundfunk” (“Rundfunk and Alcohol”)** · 2005 - ongoing ⑧

A DVD for high-schools containing the highlights of a television program, Rundfunk, focusing on alcohol, where GODA acted as consultant. The program, which appeals to adolescents, illustrates the theme from different angles. The DVD has been reviewed in a professional journal for high-school teachers and is described as “excellent”.

★ **“Fakta om Alkohol” (“Facts about Alcohol”)** · 2005 - ongoing

A small pamphlet that contains facts and information on alcohol.

★ **“Hvor Svært kan det Være?” (“How Hard Can it Be?”)** · 2004 - ongoing ⑨

A pamphlet providing information about young people’s introduction to alcohol. It is aimed at 14 – 15 year olds who are beginning to “party”. The pamphlet is distributed free to schools.

★ **“Fryspunkt” (“Stop When you’re Happy”)** · 2004 - ongoing ⑩

A web-based educational program that focuses on the motivation that lies behind young people’s alcohol consumption. It is targeted at high-school students aged 16-20 years and aims to reduce the number of potentially harmful incidents that might occur in connection with parties and alcohol consumption. The program is being used by several counties and councils in Denmark. Relevant materials may be downloaded from www.fryspunkt.dk.

A pilot-project of the program has been evaluated by external consultants. The results show that the majority of the target group endorsed the program and learned from it.

★ **“Alkohol Gameplay” (“Alcohol Game Play”)** · 2003 - ongoing ⑪

A magazine for young men (16 - 19 year-old) concerning alcohol and lifestyle. It is distributed free to schools and youth clubs.

★ **“Alkoholpolitik I Klubben” (“Alcohol Policies in Youth Clubs”)** · 2003 - ongoing ⑫

A project which focuses on the implementation of policies on alcohol in youth clubs nationwide. The third phase, which was launched in 2006, presents an opportunity for clubs to certify their alcohol policy, provided that it meets certain requirements.

Dominican Republic



Cervecería Nacional Dominicana (CND)

● **“No Sale of Alcohol to Minors”** · 2002 - ongoing ⑬

A program designed to prevent the sale of alcohol to minors under 18 years old. The program highlights the company’s credo - that minors should not drink alcohol or have access to alcoholic beverages. Company representatives place the signs in visible places at point-of-sale in sales establishments. By 2006, 5,000 new signs had been placed in establishments that sell beer. The aim is to add more establishments each year, eventually reaching a total of 15,000 installed signs.

Estonia



Association of Estonian Breweries (AEB)

● **“Responsible Consumption of Beer”** · 2006 - ongoing

A campaign which deals with the negative impact of alcohol for underaged young people. The promotion used outdoor display boards and was covered by TV.

Finland



Panimoliitto

● **“After Eighteen”** · 2000 - annual ⑭

A scholarship program launched by Panimoliitto together with **Nuorten Akatemia** (Youth Academy) to financially support action plans aimed at the prevention or reduction of alcohol consumption by under 18 year olds. ‘After Eighteen’ scholarships are a part of the MAHIS program (see below). Awards have been presented each year. In the first year, the prizes went to

projects which were conducted by young people who were in danger of social exclusion. Since then, the awards have been aimed at all young people in junior high-schools, with the goal being to encourage schools and young people to work together on projects to prevent underage drinking. The schools prepare action plans describing their activities on the issue. Action plans are received from all over Finland. Plans have to include concrete, action-oriented projects to reduce underage drinking. Emphasis is placed on getting young people involved in planning and implementing activities. Taking advantage of outside organisations is also considered important. The plans are evaluated by a panel, and several action plans receive awards each year.

Nuorten Akatemia (Youth Academy)

★ "MAHIS" - "A Chance is Inside You" · 1988 - annual ¹⁵

A national program aimed at preventing the social exclusion of young people who are in a difficult life-situation. MAHIS financially supports projects carried out by young people. The goal is to give young people in danger of marginalization a chance to use their free time doing interesting and important projects. Counselling and coaching is provided by trained adults who also discuss alcohol consumption with the young people. A network of 1,200 voluntary adult instructors has been trained to coach and support project groups.

As a result of MAHIS, 1,127 projects have started all around Finland and over 11,200 young people have participated in the program. Approximately 100 projects receive financial support each year. Since the beginning, a sum of €560,000 has been donated.

France



Entreprise & Prévention (E&P)

★ "Soif de Vivre" ("Thirst for Life") · 1999 - ongoing ¹⁶

A program to promote responsible consumption and to counter misuse. The campaign materials include CD ROM, educational kits, videos, posters, comics and a website - www.soifdevivre.com. The website provides information about alcohol misuse and prevention programs. One part is targeted at professionals, with the option to order education materials.

More than 2,000 professionals order materials each year, and more than 20,000 people visit the website each month.

Germany



Diageo Germany

● "Initiative 18+" · 2004 - ongoing

A toolkit which helps retailers serving consumers in the off-trade and at petrol stations to comply with the Youth Protection Law covering the sale of alcoholic beverages and be aware of the different legal-purchase ages in Germany for beer, wine, sparkling wine and spirits. Taking a



strong approach - 'No proof of identity? No alcohol! No exceptions!' - the toolkit shows off-licence operators how to handle difficult situations with their customers. Since summer 2004, over 40,000 information sets have been distributed. The "Initiative 18+" toolkit has also been adapted for use in France, where around 600,000 leaflets have been distributed since 2005. Further information is at www.initiative18plus.de. This program has now cascaded to other Diageo markets including Switzerland and the Nordic countries.

Hungary



Association of Hungarian Brewers

● "Campaign Against Serving Underaged People" · 2006 - ongoing ¹⁷

Retail outlets contracted to member companies have agreed to observe regulations prohibiting the serving of underage and drunk people. This is certified by a label displayed in a visible place.

Ireland



Mature Enjoyment of Alcohol in Society Ltd (MEAS)

★ "Is Your Drinking Affecting Their Thinking?" · 2004 -2006 ¹⁸

Challenges parents and young people to review their attitudes towards alcohol in the context of traditional drinking occasions. It specifically targets annual student exam result celebrations (both the Junior and Leaving Certificates) as well as national holidays such as St. Patrick's Day and Easter. It is promoted via a radio advertising campaign complemented by a newspaper advertising campaign. The campaigns highlight the vital role which parents of under-18 year olds play in determining the attitude of their underage children to alcohol consumption. The campaign has been influenced by the study 'Underage Drinking is Rarely Black and White' – see page 76.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO's



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Subsequent to the Easter 2005 campaign, MEAS commissioned a study to examine the impact of the campaign. While the need for an increase in advertising-spend was highlighted, the research indicated that this type of campaign resulted in consumers examining their own behaviour around alcohol.

★ **"Alcohol – A Guide for Parents" · 2003 - ongoing**

An information resource for Irish parents to help them discuss alcohol with their children. The booklet, developed for MEAS by respected experts, provides facts about: young people and alcohol; the influence of family and friends; the influence of school and community; and how parents can help their children in this area.

Over 253,000 copies have been distributed to date.

★ **"Respect Alcohol, Respect Yourself" · 2003 - ongoing**

A campaign which highlights the risks run by young people when they drink excessively and features eye-catching posters with various wordplays on the dangers of alcohol misuse. Blunt wording warns of accidental injury, short-term and long-term health problems, violence, anti-social behaviour or becoming a victim of crime. This hard-hitting campaign reaches 250,000 students across 50 colleges annually throughout Ireland during the autumn (including Freshers' Week) and spring (including Rag Week) academic terms. The posters are promoted heavily through washroom advertising in college bars and other pubs popular with 18-24 year olds. The campaign is carried out in conjunction with the Union of Students of Ireland (USI) and the National Off-Licence Association (NoffLA).

★ **"MEASevents" · 2003 - 2005**

MEASevents featured the best of Irish musicians and comedians, promoted moderation in the consumption of alcohol and discouraged excessive high-risk drinking amongst students. It built on the success of the MEAS/USI 'Respect Alcohol, Respect Yourself' campaign launched in April 2003. The initiative has been very well received by the campus communities with some 15,000 students having attended 50 gigs to date.

Japan



Brewers Association of Japan

● **"Stop! Underage Drinking" · 2005 - ongoing** 19

A campaign using a distinctive logo to warn against underage drinking. The "yellow symbol mark" is inserted into all Television Commercial and Film advertisements, other advertisements and point-of-sale materials (poster, price card, theme-board, etc). It is also displayed in most convenience stores and supermarkets (some 40,000 shops) and appears on big advertising boards near junior and senior high-schools. The campaign was publicised in newspaper advertisements and on public transport, etc., and students participate as models against 'Underage Drinking' in posters. This campaign is proving very effective at discouraging underage drinking by students, and is run by the Brewers Association of Japan in cooperation with the brewers **Sapporo, Suntory, Asahi, Kirin** and **Orion**.

● **"Poster and Slogan Campaign for Students" · 2002 - annual** 20

A campaign to help students recognize the risks of underage drinking. The campaign is supported by the Tax Agency, Education Ministry, etc..

In 2006, more than 10,000 students participated.

Asahi Breweries Ltd

● **"Forward to a Brighter Day! Junior High-School Students Say NO to Alcohol!" · 2001 - ongoing** 21

An educational video aimed at preventing underage drinking produced in association with both Nikka Whisky Distilling and the Japan Health and Alcoholic Incorporated Association. The video, which received approval from the Ministry of Education, Culture, Sports, Science and Technology, targets junior high-schools and is distributed free of charge to all schools that express an interest.

More than 5,300 have been distributed so far.

KIRIN Brewery

● **"Teaching Materials on Website - Alcohol and Health Knowledge Base" (Primary Course and Advanced Course) · 2002 - ongoing**

Materials, made by a school-teacher with experience of alcohol and drug education in high-school, which can be downloaded from the company website. They are very useful for school-teachers for their classrooms.

- **“Drinking and Health (School Version)” · 2000 - ongoing**

A CD-ROM distributed to school students mainly to explain the risk of underage drinking.
To date, around 18,000 CDs have been distributed free of charge.

- **“If Adults Can Drink Alcohol, Why Can’t Minors?” · 1993 and revised - ongoing**

An easy to understand video / DVD about alcohol consumption and health which covers, in particular, the damaging effect that alcohol consumption can have on the developing brain.
About 53,000 copies were distributed to various locations nationwide, including junior and senior high-schools, health centres, police stations, and libraries.
The first version received commendations from the Ministry of Education, Culture, Sports, Science and Technology.

Sapporo Breweries

- **“Stop Drinking and Driving and Stop Underage Drinking” · 2006 - ongoing**

Posters distributed to bars, etc. by the company’s sales force.

- **“Messages on Menus” · 2005 - ongoing**

Messages quoting that “Laws prohibit underage drinking” printed on the menus in restaurants operated by a Sapporo Breweries’ related company from April 2005. This helps to remind serving staff and customers about the law regarding underage drinking when orders are being taken.

Suntory

- **“Educational Booklets” · 2005 - ongoing**

Two booklets have been developed and distributed, one for 10-15 year olds and another for parents and teachers.

Kenya

East African Breweries Limited (EABL)

- **“University Lectures on Responsible Drinking” · 2005 - ongoing**

Responsible drinking materials and talks on alcohol and health issues for university students, developed with psychologist Dr Frank Njenga. This is part of a strategy to promote awareness of responsible drinking.

- **“Not for Sale to Under 18s Labelling” · 2005 - ongoing**

Labels on all company products. Part of the company strategy to encourage responsible drinking. Proof-of-age labelling plays an important role in the company commitment to preventing underage sales in East Africa.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO’s

Malta

The Sense Group (TSG)

- ★ **“Distribution of Clear Signage for Retailers” · 2005 - ongoing**

Signs state that no alcoholic beverages will be sold to persons below the legal drinking age. This initiative is endorsed by the Police Department, the Department of Health, the General Retailers and Traders Union and parents organisations.

- ★ **“Information for Parents” · 2000 - ongoing**

A leaflet and a video aimed at parents distributed to thousands of families. This gives advice about the best way to tackle the subject of alcoholic beverages in the family context.

Mexico

Cámara Nacional de la Industria de la Cerveza y de la Malta (CANISERM)

- **“Como Hablar con sus Hijos Sobre el Consumo de Alcohol” (“How to Speak with Your Children about Alcohol Consumption”) · 2006 - ongoing**

A pamphlet advising parents how to talk to their children about alcoholic beverages, depending on their age. It also explains the physiological and psychological effects of alcohol consumption.

- **“18 +” · 2005 - ongoing**

A campaign by the Mexican and Latin American Brewing Industry that supports responsible consumption and promotes a culture for legality and health between minors and retailers.

Grupo Modelo

- **“Guía de Padres de Familia para un Consumo Responsable” (“Parents’ Guide for Responsible Consumption”) · 2006 - ongoing**

A guide for parents to help them teach their children how to make responsible decisions in relation to alcohol consumption. This is based on the understanding that parents are the best guides to help their children learn to make responsible decisions on important aspects of life.

- **“Guía Sobre el Consumo de Alcohol, Uso de Drogas y Desordenes Alimenticios” (“Guide on Alcohol Consumption, Drug Use and Nutritional Disorders”) · ongoing**

A guide for parents to help them understand abusive alcohol consumption and nutritional addictions and disorders in minors and to teach adult young people who choose to consume alcoholic beverages to do it in a moderate and healthy way. It provides information on alcoholic beverages and offers suggestions on how to have a productive dialogue so that parents can speak with their children in an informed way. It is supported by educational activities.

Cervecería Cuauhtémoc Moctezuma

- **"Trazando mi Propio Destino" ("Drawing my Own Destiny") · 2007 - ongoing**

An educational program within universal prevention strategies, designed to reach young boys and girls from 11 years upwards. It comprises three phases: 1) from 11 to 13 years; 2) from 14 to 16 and 3) from 17 upwards. The main objective of this program is to provide young boys and girls with the necessary information and skills to help them to become a change-factor for themselves, for their families and ultimately, for their communities, by having a responsible life-style. This program expects to reach more than 14,000 people during the first semester of 2007 in its pilot-test.

- **"VIRE: Taller de Formación de Promotores de Estilo de Vida Responsable" ("VIRE: The Responsible Life-styles Promoters Workshop) · 2002 - ongoing**

A program for growth in educational strategy that trains promoters to teach others about the importance of keeping their health and having a responsible life-style. The trainers, preferably teachers or people with the proper profile teach their target audience, ideally young people, about responsible consumption through interactive workshops.

- **"Gira con Responsabilidad Para el Éxito" ("Tour: With Responsibility for Success") · 2002 - ongoing**

Motivational conferences with the participation of successful personalities, recognized nationwide, for students in schools, universities, forums, and other events. The conferences promote values such as character, discipline, effort and responsible life-style.

New Zealand

Beer Wine & Spirits Council (BWSCNZ)

- **"Social Issues: Alcohol", ("A resource for Health Education Teachers of Years 12 and 13 Students") · 2002 - 2006**

A teacher-development program to effectively educate secondary school students (15-18 year olds) about responsible behaviour with alcohol. This was run in cooperation with the Christchurch College of Education, Alcohol Advisory Council and NZ Police Education Service.

- **"Support for the 'Life Education Trust'" · 2002 - 2006**

A nationwide program which sought to assist school children to make the right decisions on health matters and harm minimisation. It made use of workbooks, brochures, videos, models and puppets.

- **"BGI" (Boys and Girls Institute) · 2002 - 2006**

An organisational support for initiatives targeting youth and moderate consumption, including support of the BGI UniCrew made up of over 18 year olds.

Norway

Norwegian Brewers



- **"Årets Debutanter" · 2002 - ongoing**

A program of meetings with parents who have children who are approaching the age when they may start to drink for the first time - see www.debutant.no.

- **"Ikke Selg Alkohol Til Mindreårige" ("Don't Sell Alcohol To Minors") · 2002 - 2003**

A program to reduce the sale of alcoholic beverages to minors under 18. It was targeted primarily at employees in shops that are licensed to sell alcohol. Campaign elements included posters and stickers that were distributed to all shops licensed to sell alcohol (20,000 copies), letters to all shop managers, and two national conferences on the issue attended by the industry, NGOs, politicians and government officials. It also included a survey on youth-drinking. The campaign resulted in a decreased focus in media and among NGOs, on outlets selling alcohol to minors. This was a joint program between the Association of Norwegian Wine and Spirit Suppliers (VBF), Norwegian Brewers and Federation of Norwegian Commercial and Service Enterprises.

A 2003 survey of the effectiveness of this program concluded that awareness had increased with regard to the legal drinking-age and sale-regulations amongst employees in shops.

- **"Fryspunkt" ("Stop When You are Happy") · 2001 - ongoing**

A program for high-school teachers developed by the Norwegian Brewers Association in cooperation with a research foundation. In this program, the school spends an hour teaching the students the consequences of alcohol consumption and when to stop drinking. A number of high-schools in Norway are now offering their students this program.

A 2001 survey of the effectiveness of this program concluded that the courses led to less misuse of alcohol by young people - see www.fryspunkt.no.

- **"Russens Drikkevettregler" ("Drinking Sense Rules for Graduates") · 2001 - annual**

Information meetings for high-school graduates. In Norway graduation is a time of celebration called "russefeiring" with many parties. The Norwegian Brewers Association has, in cooperation with the breweries and an expert on youth and alcohol, arranged information meetings with the graduates, to warn them of the consequences of high alcohol consumption. There are between 50,000 and 100,000 graduates each year, and the meetings are well organized. Each city has its own graduate steering committee and its own graduate president. The Norwegian Brewers Association and the breweries have invited the steering committees from five cities to meetings at the breweries to give the graduates some advice about drinking. Flyers with 10 "Drinking Sense Rules" are given out at the end of the meeting. This program has been very well received by the graduates.

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● **“Husk Dagen Derpå” (“Remember the Morning After”) · 2001 - ongoing**

A project to encourage reflection amongst young people in Norway under the age of 18. It includes a youth survey, a youth conference, creative competitions in magazines and on the Internet, an attitude drive, an anti-intoxication school program, and a program for parents. It is run in cooperation with the Bergen Clinics Foundation.

Peru



AmBevPeru

● **“Campaigns for responsible beer consumption” · 2005 - ongoing**

Includes messages used in all advertising material. The messages include ‘Beer only for 18 years old or older’ and ‘If you drink, don’t drive’ and are promoted by attractive visual elements such as giant beer cans, shirts and pins. The campaign also targets point-of-sale and local media.

Poland



The Union of Brewing Industry Employers in Poland - Polish Brewers

● **“Alkohol Nieletnim Dostęp Wzbroniony” “Granica Wieków - Granicą Prawa” 22 (“Alcohol - Underage No Access” “Age Limits are Legal Limits”)**

A campaign which targets retailers of alcoholic drinks, calling on them to respect the law and to ask for proof of age (July - Sept 2003). Materials include promotional and educational point-of-sale material backed up by nationwide media coverage on TV, radio and billboards (free of charge media support gained). There were also numerous efforts initiated by local

government and later undertaken by local communities – 280 localities from all across Poland applied for active participation in the project. Involvement of local communities in campaign-related activities was one of the key factors that contributed to the success of the project. The campaign won a Golden Clipper Award in the national contest of PR campaigns organised by a PR community association. The greatest achievement of the campaign was the national discussion about the issue that was sparked by the number and the quality of items in the press (150 publications), radio and television which also helped create social awareness. The campaign was run in association with the State Agency of Alcohol Related Problems (PARPA).

The campaign was evaluated through Comprehensive National Research conducted on 4 - 5 October 2003 to measure results of the campaign (sample 1,034 respondents).

Key conclusions:

- 37% of respondents stated that they had heard about the campaign;
- The audience of the campaign was dominated by younger (18-24 years) and middle-aged individuals (25-39 years). Students constituted a major audience;
- The message of the campaign was clearly understandable (70%) and
- The majority (about 80%) of individuals who saw the campaign stated that the initiative would significantly contribute to the development of less permissive attitudes towards sales of alcohol to the underage, would encourage people to reprimand sales assistants who sell alcohol to the underage, and would encourage sales assistants to demand production of I.D. from underage-looking customers.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO's



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The second edition of this campaign **“Don’t be Indifferent to Underage Alcohol Sale” (November 2004 - May 2005)** 23 24 25 used new campaign material and also

targeted witnesses asking them to report the retailer. A phone line, ‘Line for People who Care’, allowed anonymous reports about stores or retailers who break the law. Materials included promotional and educational point-of-sale material, backed up by nationwide media coverage on TV, radio, press and billboards. The campaign was reinforced by the participation of local authorities and communities. District self-governments launched educational and supervisory measures within their localities. Over 600 communes from all over Poland declared their active support for the campaign (twice as many as during the first 2003 edition of the campaign), and the project was also supported by the Polish Scouting Association and numerous organisations advocating sobriety. The campaign was funded by the Polish Brewers in association with the State Agency of Alcohol Related Problems (PARPA). It won a Silver Magellan Award 2005 in the competition organized by the League of American Communications Professionals (community relations category) and was also nominated for the Golden Clipper Award 2005.

The campaign was evaluated by two research studies conducted in March 2005 to assess its effectiveness.

The National Omnibus Study^{II} of a representative sample of adult Poles indicated that:

- *Almost 70% of all respondents had had contact with the campaign;*
- *Over 90% of respondents who declared that they were familiar with the campaign saw it on TV, 21% at retail points of sale, and 11% in the press;*
- *Social disapproval for individuals serving alcohol to the underage has visibly increased;*

II. National Omnibus Research – “Evaluation of Effectiveness and Perception of, Alcohol-Underage Access Denied!” campaign, implemented by Social Opinion Poll Study Group in Sopot in March 2005.

- 86% of total respondents (against 78% in 2003) strongly condemned alcohol sale to minors, 77% shared this view for wine (against 71% in 2003), and 72% for beer (against 64% in 2003);
- 80% of total interviewees declared their support for alcohol manufacturers who have committed themselves to a campaign constraining underage access to alcohol; and
- Such practises are seen as demonstrations of social responsibility and were more frequently appreciated by people with a university background (89%) and aged 25-59 years (84%).

The Mystery Shopper Research covered 105 points-of-sale in six selected cities to assess the impact of audits and related Responsible Vendor Certificates and Yellow Warning Cards on vendors’ attitudes towards underage sale of alcohol. The study was rolled out in 3 cities witnessing high-impact audits, and 3 reference cities where no Yellow Cards or Certificates were awarded. Research findings testify to the legacy of supervisory activities implemented at points-of-sale. Results indicate that almost 75% of points of sale located in towns and cities covered by intense campaign activities did not sell alcohol to minors during the research period. On the other hand, only 22% shop assistants from cities where the initiative was not implemented on a volume scale observed the law during the research and refused to sell alcohol to minors.

In 2006, the program continued with a TV documentary series developed in 25 parts (5 minutes each) to raise public awareness about the problem. The series featured cases from all over Poland together with experts’ and MPs’ opinions. The series was developed in cooperation with Television and was screened throughout the year.

Romania

Brewers of Romania

● “Alcohol Doesn’t Make you Big” · 2006 - ongoing

A pilot-campaign designed to fight against alcohol consumption among high-school teenagers. Due to its success, this campaign is being expanded and continued at national level.

SABMiller Subsidiary - URSUS Breweries

● “Measure Your Lifestyle” · 2006 - ongoing

A program which aims to educate students who can legally drink, to drink responsibly, by encouraging them to enjoy themselves with moderation. The key messages are: (1) responsible alcohol consumption can be part of a healthy lifestyle among those not at risk who have made a decision to drink; and (2) any kind of excess can lead to personal, social and health costs for individuals, their families and society as a whole. The program was carried out in partnership with student unions and universities.



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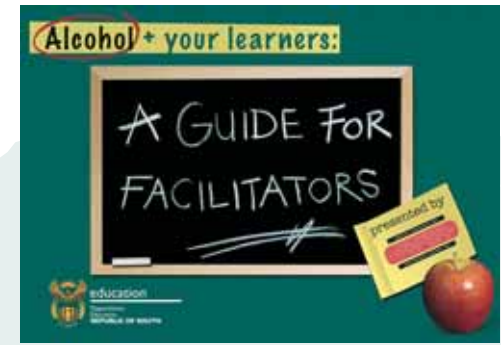
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Russia



The Union of Russian Brewers

● "Restricting Sales to Minors" · 2006 - ongoing 26

The measures of The Union of Russian Brewers to stop the sale of beer to minors (below age 18) are an integral part of their social responsibility. In November 2004, the Union made a public appeal to the President of the Russian Federation, Vladimir Putin. The appeal included an offer to set legislative limitations on retail beer sales for minors. In April 2005, the Federal Law on 'Restriction of Beer and Beer-based Products Sales' came into force. It included several proposals made by the Union. The main reason for underage drinking is product availability. In this respect, the Union initiated the creation of a special warning sticker 'Sale of beer to minors is restricted'. This is a voluntary initiative, and Russian legislation does not require outlets to use the warning. This warning sign is developed for display at points-of-sale (cash-desks, counters, etc.), and in advertising. Members of the Union, **Baltika Breweries, EFES Russia, Heineken Russia, Kaluga Brewing Company, SUN Interbrew, Transmark LLC and ZAO MPBK "Ochakovo"** distribute the warning stickers. By 2007, 500,000 warning stickers had been distributed to more than 300,000 outlets across Russia.

SABMiller Subsidiary - TransMark LLC

● "Underage Sales and Drinking Prevention Campaign (U18)" · 2006 - ongoing

A campaign which builds on the initiative of the Russian Beer Union to inform both the trade and consumers about restrictions on sales to minors. The visible U18 signs are displayed where consumers purchase the products and on all advertising material, branded trucks and sales equipment such as roll bars and refrigerators.

Ochakovo Moscow Brewery

● "Cultivation of Drinking Culture" · 2006 - ongoing

An education program for university students. A subsidiary of "Ochakovo" has worked with Penza State University to provide information about responsible consumption. 5,000 students have participated in this program.

● "Quality-Kuban", ("Quality Classes") · 2003 - ongoing

A target program of education for high-school students in Krasnodar. A subsidiary of "Ochakovo" has worked with the school's administration to create "quality classes" and extra activities for five Krasnodar high-schools to help pupils to discover the basics of consumer literacy and to get acquainted with the best enterprises and goods of the Krasnodar region. This includes the brewery. It stresses the importance of a healthy life-style and the damage that the consumption of alcoholic beverages (including beer) can do to teenagers.

Slovakia



Slovak Beer and Malt Association

● "Do Not Lose, Sleep Over It!" · 2007

An on- and off-trade initiative to avoid underage drinking.

South Africa



SABMiller subsidiary - SAB Ltd

● "Living Responsibly on Campus" · 2005 - ongoing 27 28

A campaign to encourage responsible drinking among students. The company has taken a proactive approach to promoting sensible drinking on university campuses, and this campaign

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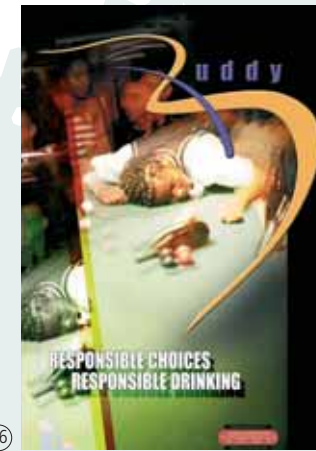
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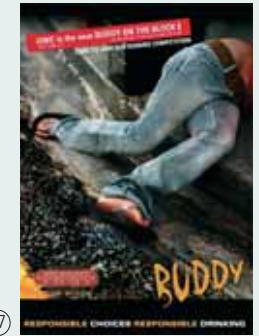
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was launched to promote responsibility on campus in partnership with the university, the student representative body and faculty members. Three educational initiatives are used:

- 1) Posters specifically designed to reach the target audience and positioned in permanent pubs on campus;
- 2) Banners with taxi information were displayed at the orientation week events and subsequent events, encouraging drinkers not to drive drunk; and
- 3) Disposable 'breathalysers' were given out at various events and sold at cost at student pubs. The breathalysers carry a responsibility message.

To complement the educational campaigns, the company urges that food and soft drinks be made available wherever alcohol is sold on the campus and that individual student bars do not discount alcohol prices to an extent that could encourage binge-drinking.

● **"Prevention of Underage Drinking Campaigns" · 2003 - ongoing**

SAB Ltd has been the major sponsor of the ARA multimedia campaign aimed at preventing underage drinking. In 2003, four advertisements were launched. After an evaluation of the first campaign, ARA developed two further advertisements that were tailored to the key findings of the research. ARA has developed a further two advertisements, "Tattoo" and "First Date", which were launched in 2004.

Industry Association for Responsible Alcohol Use (ARA)

★ **"Be Your Best" Rock Challenge™ · 2005 - ongoing** 29 30 31

A performing arts event targeting Primary and Secondary schools. It promotes positive life-style messages and is a chance for schools to take part in a dance, drama and design spectacular. The Challenge began in Australia 25 years ago and has run in a number of other countries ever since. It conveys an important health message to young South Africans, encouraging them to be the best they can, without tobacco, alcohol and other drugs and to avoid contracting

sexually transmitted diseases and becoming pregnant. It was prepared with the support and endorsement of the Department of Education - see www.rockchallenge.co.za.

★ **"Good Idea, Bad Idea" · 2002 - ongoing** 32 33 34

A campaign about responsible consumption designed for students. It includes a guide for teachers. The concept is based on research that advocates appealing to teenagers' sense of adulthood and to design campaigns in a style and tone which is indirect rather than authoritarian. It was prepared with the support and endorsement of the Department of Education.

★ **"Lifeskills Education" · 2000 - updated 2003**

Education to prevent alcohol misuse and reinforce lifeskills in schools. It was developed by local and international experts and was conducted in partnership with the Institute for Health Training and Development (IHTD). In 2003, a multimedia campaign focusing on prevention of underage (under 18 years) alcohol consumption was launched.

★ **"BUDDY Campaign" · 1992 - ongoing** 35 36 37

A misuse of alcohol prevention program aimed at youth at tertiary education institutions. Its focus is on responsible consumption of alcohol and the dangers of misuse. It was prepared with the support and endorsement of the Department of Education and student organisations see www.buddy.org.za.

South Korea



Korea Drinking Culture and Alcohol Research (KDCAR)

★ **"Education Programmes to Prevent Underage Drinking" · 2000 - ongoing**

Includes published information on how to protect young people and college students from drinking, produced in association with Oriental Brewery (InBev Korea).



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Spain



Cerveceros de España

- "Information Awareness Campaign" · 2007 - ongoing

Includes a guide for parents to help prevent children from drinking alcohol, and a poster and DVD for the Parents Associations (AMPAS) together with the Defender of Minors, with whom the Association partnered to run this initiative.

- "Los Padres Tienen La Palabra" ("Parents Have the Word") · 2004 - ongoing 38

A guide which aims to help parents to make responsible decisions about alcohol. It helps them tackle difficult situations such as excessive consumption. The author of the guide is Mrs. Petra María Pérez, professor of Education of the University of Valencia. The campaign is run in cooperation with the Ministry of Agriculture, National Catholic Federation of Family Parents (CONCAPA) and Spanish Confederation of Associations of Parents of Pupils (CEAPA). In 2007, a DVD will be prepared which will include the guide and an explanatory presentation by its author. It is intended to distribute the guide to the highest possible number of schools.

- "Un Dedo De Espuma, Dos Dedos De Frente" ("A Thick Head On Your Beer But Not On Your Shoulders") · 1999 - updated 2006 - ongoing 39 40

A social awareness campaign which aims to persuade young people to drink beer only in moderate quantities and enjoy the social occasion involved. At the beginning, established designers produced the materials but, since 2003, a competition for young students has provided the creativity for the campaign. There are two categories, graphic (the students have



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to create a postcard) and audiovisual (they have to create a cinema spot). In 2006, more than 462,500 copies of the winning postcard were distributed to bars, clubs and universities. The winning cinema spot was shown in 2,870 cinemas. The campaign is run in cooperation with the Ministry of Agriculture, Spanish Consumers and Users Confederation (CECU) and Independent Consumer and Users Federation (FUCI). Plans for 2007 include an interactive website to promote the campaign and deliver information.

Sweden



Sveriges Bryggerier (Brewers of Sweden)

- "Arton.nu" ("Eighteen Now") · 2000 - ongoing 41

A project dealing with the life-style and general well being of 18 year-olds in Sweden. It was designed to contribute towards the reduction of excessive consumption among young people, and it replaced an earlier campaign "alkohål i huvet" which had been running since 1998. It is publicised via a website - see www.arton.nu.

The Netherlands



Heineken N.V.

- "www.genot.nu" ("Pleasure Now") · 2000 - 2007

An initiative to encourage responsible consumption of enjoyable products and to allow young people to find out, in a playful way, whether they consume responsibly. It provided a self-test on the Internet with access to detailed and user-friendly information on alcohol, tobacco, drugs and gambling. It was co-funded by Heineken, spirits producers and the tobacco and gambling industries. It was produced by professionals dealing with young people and run in cooperation with Public Health Organisations. A CD ROM with all the information is still available from SMO Nicholaas van Geelen - vangeelen@sno.nl.

● Initiatives of Brewers and Brewers Trade Associations

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STIVA - The Dutch Foundation for the Responsible Use of Alcohol

★ "Wij Verkopen Geen Alcohol <16" ("We do not Sell Alcohol <16")

• 2006 - ongoing 42

A flyer which gives information on reasons why there are no sales of beer and wine to under-16-year-olds. 800,000 copies were sent to all supermarkets in December 2006. At the same time, a radio commercial with the message was broadcast. The initiative is carried out in cooperation with CBL (retailers organisation).

★ "Alcohol Onder de 16, Nog Even Niet" ("Alcohol Under 16, Not Just Yet")

• 2006 - ongoing

The slogan must be carried on any TV commercial for beer and wine.

★ "www.alcoholonderde16nogeveenniet.nl" • 2006 - ongoing 43

Website giving information to children, parents and educators on reasons why children under 16 should not drink.

★ "Leefstijl voor Jongeren" • 2000 - ongoing 44

A life-style social skills program for schools (young people aged 8 -18). A program of lessons, including exercises, whereby the pupils are taught how to listen to each other, deal with their feelings, say "no", be assertive and manage conflicts, take decisions, cooperate with each other, make plans for the future, and deal with stereotypes and judgments.

★ "Alcohol Policy Day for Student Unions" • 1999 - annual

An annual meeting with the executive committees of all (34) student unions that are members of the National Chamber of Student Unions. The program includes a workshop on alcohol consumption during "hazings" (student initiations).

★ "Drank Kopen Kent Zijn Leeftijd" ("Buying Alcohol Means Knowing The Purchase Age Limits") • 1998 - ongoing 45

An information campaign that aims to inform about purchase age-limits (16 for beer and wine, 18 for spirits). It consists of stickers with the purchase age-limits and a website www.leeftijdsgrens.nl.

STIVA Werkgroep Alcohol en Jongeren (Taskforce Alcohol and Adolescents)

★ "STIVA Participatie in 'Werkgroep Alcohol en Jongeren'" ("Alcohol and Adolescents Taskforce") • 2004 - ongoing

At the request of the Regulier Overleg Alcoholbeleid (Consultation Committee on Alcohol Policy), a taskforce called "Alcohol and Adolescents" was created. Government, health organisations and industry have worked out ideas and programs (for children, parents and educators) aimed at curbing underage drinking. The motto is 'Don't drink before the age of 16'.

One of the outcomes of the taskforce is the slogan now carried on all TV-commercials - see above.



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United Kingdom



British Beer & Pub Association (BBPA)

● "Challenge 21 Poster Campaign" · 2006 - ongoing 46

A campaign aimed at licensees and young people which highlights the need to ask, or the likelihood of being asked, for proof of age if the customer appears under 21 years old. At the start of 2007, 200,000 posters had been distributed.

★ "Participation in the Proof of Age Standards Scheme (PASS) Board"

· 2003 - ongoing 47

An umbrella accreditation scheme for proof-of-age-card schemes to a set of minimum information criteria. It was launched following discussions between the licensed trade, the off-licence (retail) trade and other interested parties and has been audited by the Trading Standards Institute. If approved, the cards can carry the forge-proof PASS logo/hologram. It ensures that retailers and licensees know that any card presented to them bearing this PASS logo has met the PASS standards and contains accurate and reliable information. This helps them make an informed decision on whether to allow a purchase. To date, five different national and fourteen regional card-schemes are PASS accredited. PASS has the support of the Home Office - see www.pass-scheme.org.uk.

Diageo

● "Funding for Two Tours of 'CragRats ReAct – Wasted'" · 2005 - ongoing

An interactive performance which examines the issue of drink with 11-14 year olds. Characters in the play face dilemmas about alcohol and their motivations are explored. Materials for teachers are available for use in class after the event. A third tour is running countrywide in 2007.

● "Know What's In It?" · 2005 - ongoing

A creative program which provides alcohol unit^{III} guidance and responsible drinking reminders for students' bars and clubs. Glass and bottle stickers, post-it notes hidden in library textbooks and stickers on washroom mirrors are used to show how much alcohol is contained in popular drinks. The advice also highlights the importance of: eating on a night out to slow alcohol

III. In the UK, one unit contains 8g alcohol.

absorption; taking soft drinks ('spacers') to pace the evening; drinking water to stay hydrated and before going out, planning how to get home. The campaign was piloted in partnership with the National Union of Students and was extended to 53 universities in 2005/2006. Due to the success of the program, a third wave was run throughout the 2006/2007 academic year.

The Portman Group (TPG)

★ "If You Do Do Drink, Don't Do Drunk" · 2002 - 2006 48

A campaign to alert 18-24 year-olds to the dangers of binge-drinking and drunkenness and to challenge them to think about the consequences of drinking to get drunk. The 2004/05 cinema advertisements and posters, aimed at young women, were followed, in 2005/06, by cinema advertisements and posters, aimed at young men. Both were shown in cinemas nationwide in the UK, with support from distributors Pearl and Dean. The advertisements have also been shown via a national network of in-bar television screens. Other complementary work included an advertisement called 'Festival Man' which appeared in various youth magazines.

★ "In Your Face" · 2001 - 2006

An educational DVD produced in conjunction with the Medical Association of Facial Surgeons to show the sometimes violent consequences of excessive drinking. It is accompanied by guidance for teachers on possible class exercises and discussions following the film.

★ "Cartoon-Style Postcards for Schools" · 2001 - 2006 49

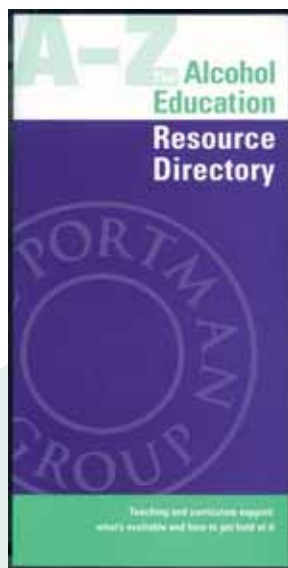
A set of postcards designed to appeal directly to the 11-16 age-group showed 4 cartoon faces depicting how people might feel after drinking too much alcohol. One million cards were distributed in 1,000 secondary schools.

★ "A-Z The Alcohol Education Resource Directory" · 2000 - 2006 50

A resource aimed at those teachers who are responsible for introducing the topic of alcohol into

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★ Initiatives of organisations part funded by the brewing industry such as SAO's



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the National Curriculum for pupils who are aged 8 – 16 years. It contained information about all types of educational resources, including books, videos, websites and drama groups.

★ **“Finding Out ... About Drinking Alcohol”** · 1995 - 2006

A pupils’ resource book and teachers’ notes for secondary schools (GCSE level) which fits into both science and Public Social and Health Education (PSHE) curricula. It covers subjects such as: what makes an alcoholic drink?; why do people drink?; the effects of alcohol; problem drinking; the law in relation to young people and alcohol; and drink-driving. Issues, such as the effects of alcohol and drink-driving, are supplemented with comic-book style case studies involving popular scenarios for young people, such as going to parties and night clubs. Young people are invited to engage with the subject matter through class discussions, quizzes and role-play.

★ **“Let’s Talk About Drinking”** 51

· 1994 - updated 2005 - transferred to the Drinkaware Trust 2007

A leaflet which gives advice to parents on how to get messages about drinking alcohol across to different age groups (8-11, 12-14 and 15-17 years). In 2005, this leaflet was updated replacing the earlier version called “Discussing Drinking with your Children”. The leaflet is available in doctors’ waiting rooms and from The Drinkaware Trust (formerly The Portman Group Trust). In 2006, the leaflet was supported with a striking new poster which was displayed, without cost, in doctors’ waiting rooms.

★ **“Proof of Age Card”** · 1990 - ongoing 52

A scheme which provides cards for 18+ year-olds to enable them to prove that they are old enough to purchase alcohol in licensed premises in the UK. The applicant, who must be aged at least 18, submits a completed form along with a photograph and a signed statement from a

“referee” who can vouch for their age. All applications are thoroughly vetted before the card is issued. The Proof of Age card is accredited by the Proof of Age Standards Scheme (PASS) – see above - see www.portmangroup.org.uk.

USA



Anheuser-Busch Companies, Inc.

● **“Prevent. Don’t Provide”** · 2005 - ongoing 53

This program recognizes the important role that parents, and other adults, play in the fight against underage drinking. According to the 2003 National Academy of Sciences Report, two-thirds of the teenagers who drink report getting alcohol from their parents or other adults. “Prevent. Don’t Provide” challenges adults to “Think Again” if they believe it is acceptable to buy alcohol for teenagers, or to provide it to them at parties - see www.preventdontprovide.com.

● **“College Talk: A Parent’s Guide on Talking About Drinking with Your College-Bound Student”** · 2002 - ongoing 54

Helps parents to continue communicating openly and honestly on the subject of drinking with students who are preparing for college and beginning a life on their own. Written by an advisory panel of education, family, and health professionals, the guidebook is available for free by visiting www.collegetalkonline.com.

● **“WE I.D.” and “Operation I.D.”** · 1990 - ongoing 55

Offers training to retailers along with a variety of materials to help them check and verify valid I.D.s. These include: WE I.D. cards (available in English, Spanish and Korean) that list tips on how to spot fake I.D.s; Driver’s Licence booklets that feature photos of valid drivers licences from all

50 US states; buttons and cooler stickers that remind customers that they may be asked for proof of legal drinking age and, wristbands that help identify customers who have already shown a valid I.D.. Anheuser-Busch's distributors have distributed more than 63 million wristbands and 1.2 million WE I.D. cards since 1990 - see www.beeresponsible.com.

● **"Family Talk About Drinking" · 1990 - ongoing** ⁽⁵⁶⁾

Developed by an advisory panel of professionals in education, family counselling, child psychology, and alcohol treatment. The materials include a guidebook that encourages effective communication between parents and children by addressing such issues as self-respect, family rules, and respect for the law, in order to help prevent underage drinking. The materials are available in English, Spanish, Chinese, Vietnamese, and Korean, and are free at www.familytalkonline.com. English and Spanish videos also are available. More than 6.4 million Family Talk materials have been distributed since 1990.

● **"Consumer Awareness and Education Speakers" · 1989 - ongoing**

The following speakers and presentations deliver messages to middle-school, high-school, and college students, as well as to educators and parents, about: responsibility and respect for the law; the consequences of underage drinking; drunk driving and key life decisions.

- Bob Anastas - A presentation by the founder and former executive of Students Against Drunk Driving (SADD) brings parents and students a timely, motivational message on how teenagers can use positive peer pressure, networking, and conflict resolution skills to help them make smart choices. The program, which is also available on video, emphasizes the importance of self-discipline and leadership.
- Dr. Adam Blomberg - After overcoming a traumatic brain injury, suffered in a car crash as a senior in high-school, Adam speaks from experience about the dangers of not following simple safety precautions in motor vehicles. He also speaks from the heart when he recounts the painful story of his brother, who was killed in a drunk-driving crash.
- Dr. Lonnie Carton - A nationally-recognized educator and family counsellor presents a program for parents of middle-school children to help maintain open communication during the middle-school years and throughout adolescence.
- Dr. Carolyn Cornelison – A former athlete, who speaks from her personal college experiences, presents a realistic discussion with students about college drinking, taking responsibility, recognizing misuse, and helping those with alcohol and drug-related problems.
- Michael Chatman - A former gang member and son of an abusive father shares his message of self-empowerment and personal responsibility, and helps students around the country realize that, despite peer pressure and the many other challenges they may face, underage drinking is not the answer.



(56)



(57)

- Linda Dutil - A presentation by an emergency-room nurse, designed for middle- and high-school students, which provides a hands-on look at treatments for alcohol poisoning and drug overdose, while teaching effective skills for resisting peer pressure and for making smart, responsible choices.
- Sarah Panzau - A presentation by the victim of her own drunk-driving crash. During her presentation, Sarah takes students through her poor choices that led to the crash and her life-changing comeback.
- 'Street Smart' - An interactive presentation by a two-person team of certified fire-fighters/paramedics reminds students of the consequences of teenage drinking, drunk-driving, illegal drug use, and not wearing seat belts. The presenters take participants into the real-life drama that fire-fighters experience as they work to save the lives of youths who have made poor choices - see www.beeresponsible.com.

Coors Brewing Company

● **"MVParents.com" · 2005 - ongoing**

A brewer-sponsored website which provides parents with asset-building tools and information, including a downloadable Playbook for Parenting, to support "mums and dads" as the "most valuable players" in their children's lives. Research shows that the more Developmental Assets that young people experience, the less likely they are to engage in a wide range of high-risk behaviours including underage drinking. Search Institute, a national leader in generating cutting-edge ideas with research and strategies for growing healthy thriving children and adolescents, provides all the parenting content and tools on the site. National advertising has been used to increase awareness of the site. In 2006, **"Underage Drinking: Parents are the Most Valuable Players in a Kid's Life"** was published to outline the company's commitment to the program as part of its ongoing commitment to preventing underage drinking. English and Spanish versions are available.



58



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● **"BOYS ONLY!" · 2003 - ongoing** 57

Helps participants develop critical thinking skills, so they make healthy choices. This self-esteem building and preventative education program uses literacy and adventure-based activities as its foundation. It is designed for fifth- through seventh-grade boys and helps these boys develop the essential protective factors needed to become "resilient," so that they are less likely to engage in substance abuse and other risky behaviours.

● **"GROW GIRL!" · 1997 - ongoing** 58

A self-esteem building program designed to promote resilience in 10- to 12-year-old girls. This program serves as a companion to the concepts and skills established in "An Apple A Day." Research shows overwhelming and compelling evidence that early adolescence is a critical transitional time during which girls experience unique challenges.

● **"21 Means 21" · 1996 - ongoing** 59

An advertising campaign developed to communicate that brewers do not want the business of America's under-21 year-olds.

- For retailers, the messages reinforce the importance of checking I.D.s. The message is featured in point-of-sale materials and merchandise.
- For consumers 21 years of age and older, the message emphasizes that it is illegal to buy alcohol for, or serve it to, anyone who is underage.
- The message also reinforces the only good decision for those who are under 21 years of age – don't drink. When you are 21, it's your choice. Until then, the brewers will wait for your business.

Since May 2005 all advertising, marketing materials and product carry the "21 means 21" message.

● **"Courtrooms to Classrooms" · 1994 - ongoing**

This program began as a joint effort between local teachers and the Denver District Attorney's Office in order to help students develop decision-making skills that can be applied to academic

as well as to social situations. The partnership of teachers and deputy district attorneys brings a mentoring and integrated curriculum resource focused on positive decision-making to the children in school. This curriculum has been expanded to various communities nationwide.

● **"An Apple A Day" · 1993 - ongoing** 60

A program which emphasizes that it is never too early to help children to develop the resiliency skills needed to make healthy choices. The program helps build literacy and critical thinking skills among children through a school-based-prevention education curriculum. This program is designed for students from kindergarten through fourth grade.

● **"National Collegiate Alcohol Awareness Week (NCAAW)" · 1980 - annual**

A campaign to encourage alcohol awareness among college students. It is held every October on more than 3,000 campuses nationwide. NCAAW provides schools with a launching pad for year-round prevention efforts. Scholarships are awarded each year to three exemplary campus alcohol-educational programs.

See also "The BARS (Being an Alcohol Responsible Server) Program" page 57.

Heineken USA

● **"Facts and Conversations Series by the Health Alliance on Alcohol" · 2006 - ongoing**

A national education initiative on underage consumption of alcohol through parent/child communications developed with the Health Alliance on Alcohol (HAA). HAA member organisations include the New York-Presbyterian Healthcare System, Morgan Stanley Children's Hospital, White Plains Hospital Center, and Heineken USA. The series of physician-authored books will be developed and offered at www.HealthAllianceonAlcohol.com with subjects including underage drinking, peer pressure, and the prom/graduation season.

SABMiller Subsidiary – Miller Brewing

- **“Respect 21: Preventing Underage Access” · 2005 - ongoing**

A comprehensive program which focuses on numerous avenues to help keep alcohol out of the reach of minors. The program provides educational resources that are prepared by experts for parents and other concerned adults, such as: ‘Let’s Keep Talking’; retail signage to remind adults not to give alcohol to minors and of the legal penalties in their state for doing so; and retailer training tools to help stop illegal sales to minors.

- **“21. It’s the Law” (part of the Respect 21 program) · 2005 - ongoing** ⁶¹

Point-of-sale material that sends a direct, simple reminder of “21. It’s the Law. Thank you for not providing alcohol to minors”. The program also includes state-specific signage that educates adults on the legal consequences of providing alcohol to minors. Government reports have consistently identified parents as the primary influence in their children’s (ages 8-17) decisions about whether they drink alcohol or not. They also show that the vast majority of minors obtain alcohol from social sources such as parents, siblings, friends, and strangers of legal drinking age.

- **“Let’s Keep Talking” · 2002 - ongoing**

A guide to help parents of teenagers to talk with their children about making responsible decisions, including the decision to wait until they are 21 to consume alcohol, and to remind teenagers of societal expectations that they obey the law and the consequences of making poor decisions. The brochure, available in both English and Spanish, was created with the assistance of an advisory panel of experts in the fields of education, family therapy, law enforcement, and student health and wellness.

- **“Card ‘Em, Guard ‘Em and Cab ‘Em” · 2002 - ongoing**

An on-premise awareness program used to educate and support waiters and bartenders on the important role they play in helping to prevent illegal underage drinking, over-consumption, and drunk-driving. The elements of the program include educational posters, phone stickers, and lapel pins and serve as a reminder to consumers to be personally responsible and get home safely.

- **“Campus Resource” · 2002 - 2006**

Part of an overall approach to help college communities address student alcohol consumption. It provided a tool kit of resources and materials on planning events responsibly.

- **“We I.D. Program” (Part of the Respect 21 program) · 1995 - ongoing**

Signage and point-of-sale materials with the message “We I.D.” have been created to help reduce sales of alcohol to minors. This program offers retailers a variety of materials that help them check and verify valid I.D.s, including: pocket-sized We I.D. cards (available in English and

Spanish) that list tips on how to spot fake I.D.s and driver’s licence booklets – see below. Signage is placed throughout retail establishments where alcohol beverages are sold or served. The We I.D. signage also reassures parents and the community that brewers and distributors are active partners in helping to prevent illegal underage access.

Anheuser-Busch Companies, Inc. and Coors Brewing Company

- **“The BACCHUS Network™” · 1975 - ongoing**

A university and community based network focusing on comprehensive health and safety initiatives. The mission of this non-profit organisation is to actively promote leadership in students and young adults, both on the campus and community-wide, on healthy and safe lifestyle decisions. These include alcohol misuse, tobacco use, illegal drug use, unhealthy sexual practices, and other high-risk behaviours. Affiliates are concerned with the health of their students, their institution, and their community.

Anheuser-Busch Companies, Inc. and SABMiller Subsidiary- Miller Brewing Company

- **“Annual Driver’s Licence Booklets” · 1990 - annual** ⁶²

Brewers partner with law enforcers to provide these booklets as part of their continuing efforts to help prevent underage access to alcohol beverages. The booklet suggests tips for checking the validity of I.D.s and provides examples of valid license formats for all 50 states plus U.S. Territories, U.S. Department of State, and the Canadian provinces.

Venezuela

Ambev Venezuela



- **“Responsible Consumption and Sales Campaign” · 2006 - ongoing**

To promote messages such as “Si tomaste, llama a un experto” (“If you drink, call an expert - a taxi”) and “No vale disfrazarse... Cerveza sólo para mayores de 18 años” (“Don’t pretend... Beer for older than 18 only”). The campaign is aimed at the company’s point-of-sale and nightclubs in the main cities.

Cervecería Polar

- **“Hasta los 18 Años, Menor es Menor” (“Minors Below 18, Are Still Minors”)**

January 2006 - December 2006 ⁶³

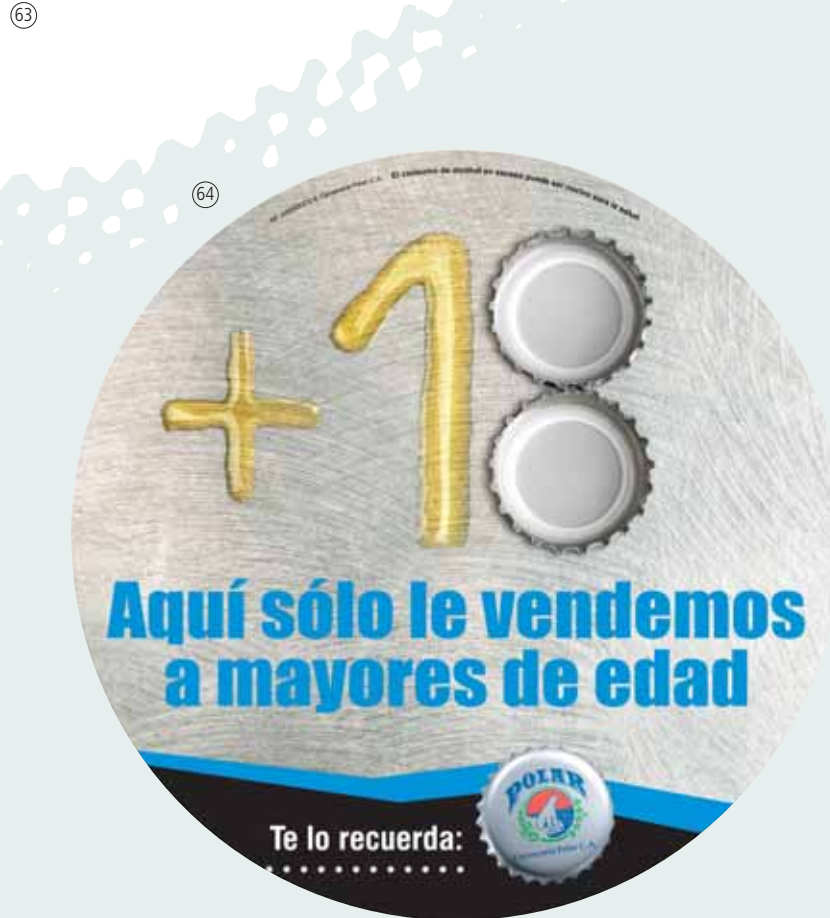
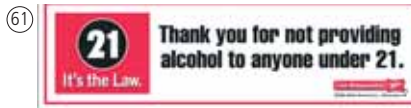
An advertising campaign to persuade clients not to sell alcohol to minors, based on the importance of protecting minors’ well-being and promoting compliance with the law.

- **“Más 18” (“Older than 18, +18”) · January 2006 - December 2006** ⁶⁴

Point-of-sale material that reinforces legal-age drinking. This is another part of the Venezuelan campaign to prohibit sales of alcohol to minors.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO’s



Europe



The Amsterdam Group (TAG) (EFRD since 2006)

★ "European School Diary" · 2005 -2006

A diary for students in the last grade of high-school. In addition, teachers received a Guide with ideas and exercises on how to use the content of the Diary in the curriculum. The diary was produced by Generation Europe with financial support from DG SANCO. The Amsterdam Group sponsored the printing and distribution of additional copies of the 2005/2006 European Diary in 25 countries (27 languages) including, for the first time, an "alcohol chapter". The content of the diary, including the alcohol chapter (mandatory in all countries), was approved by DG SANCO.

★ "Alcohol Awareness Programme" · pilot-phase October 2004 and June 2005

An alcohol educational program aimed at young people (12 to 16) to educate them about the negative consequences of drinking. The primary objective was to reduce the number of risky drinking occasions to which young people are exposed. The program was piloted in schools in three European countries (the UK, Spain and the Czech Republic) with material for teachers or young people accessible from a website. Partners included COFACE, AEDE, Generation Europe, OBESSU, TPG, FAS, and ForumPSR.

International



International Center for Alcohol Policies (ICAP)

★ "Extreme Drinking Behaviour Among Young People" · 2004 - 2007

A project, involving focus groups including young people, conducted in Brazil, China, Italy, Japan, Nigeria, Russia, South Africa and the United Kingdom. The aim was to examine extreme drinking behaviour. This was an initiative of ICAP in partnership with DINAMO (Brazil), Osservatorio Permanente (Italy), Kurihama Hospital (Japan), University of Ibadan (Nigeria), Research Institute on Addictions (Russia), ARA (South Africa), Alcohol Focus (Scotland) and others.

See also numerous publications (page 81) and conferences / workshops (page 87).

Campaigns and educational material to deter people from drinking and driving

This section includes campaigns and initiatives designed to discourage people from drinking and driving (drink/drive or drunk-driving) - for example: videos, web-sites, games and competitions, press and poster advertising, designated-driver schemes, taxi partnerships, and information for retailers. It also includes drink/driving messages that are specifically aimed at young people and information for new drivers.

Argentina



Cervecería y Maltería Quilmes

- "Take Yourself Seriously. Drink Responsibly" · 2004 - ongoing ①

A campaign which includes outdoor advertisements at the main access points to Buenos Aires City, roads and tourist centers, as well as static advertisements in stadiums during international soccer matches and major-league championships of the Argentine Soccer Association (AFA), and in the Argentine Polo Field during polo championships. The slogan '**If you have drunk, don't drive**' is complemented by the 'Taxi' commercial featured on TV and radio. The purpose of all such campaigns is to raise the consumer's awareness of the importance of adopting an attitude of responsible consumption, and the incompatibility of drinking and driving. To give added impetus to the message of responsible consumption, 100,000 coasters with the motto '**If you have drunk, don't drive**' were distributed to bars and discos throughout the country.

Austria



Verband der Brauereien Österreichs

- "Zero" · 2001 - 2006

An internet game on the dangers of drinking and driving. The game shows, in an entertaining way, that drinking and driving are not compatible. The game is accessed via the website of the Verband der Brauereien Österreichs - see www.bierserver.at. It is run in cooperation with the ÖAMTC (Austrian Automobile and Touring Club).



①

Belgium



Arnoldus Group

- ★ "The BOB-bus" · 1998 - ongoing ②

A Ford Transit Van, painted in the BOB colours, in which people can test their blood alcohol concentration for free, and drive in a simulator. The simulator reflects the impact that alcohol has on driving. An audience may follow the performances by means of a display device. Furthermore, all visitors receive a leaflet with information on BOB and the dangers and impact of drinking and driving. The BOB-bus is used within the framework of local, regional and provincial road safety campaigns, and on road safety weekends, etc.. Police forces and organizers of festivals, parties or road safety events, may use the BOB-bus for educational or prevention activities on drinking and driving. The bus, accompanied by two operators, is made available for free for such initiatives, providing the target is mainly aimed at young drivers (from 18 years).

- ★ "Tu Roules, tu Bois pas. Tu Bois, tu Roules pas" and "Wie Rijdt, Drinkt Beter Niet. Wie Liever Drinkt, Rijdt Niet" ("You Drive, you Don't Drink. You Drink, You Don't Drive") · 1998 - ongoing

Leaflets in French and Dutch to facilitate the discussion between parents and their children on alcohol misuse, including drinking and driving.

- ★ "Test de Conduite pour Jeunes - Alcool au Volant" and "Rijtest voor Jongeren - Alcohol aan het Stuur" ("Driving Test for Young People - Alcohol When Driving") · 1998 - ongoing

A video about youngsters and driving.

- ★ "BOB Campaign" · 1995 - ongoing ③ ④

A designated-driver campaign in which "BOB" is presented as someone who can be relied on to drive other people safely home after they have been drinking. A "BOB" is appointed before a night

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO's



②



③



④

out and has the task of staying sober and getting everyone home. Television, radio, billboards and mailings have been used to publicise the campaign which is aimed at drivers as well as cafés and restaurants. This has been a very successful campaign that was run in cooperation with the Belgian Institute for Road Safety (IBSR). Between the start and 1998, a 17% reduction in drink/drive fatalities was recorded. In a recent survey, 96% of the public recognised the concept and 36% have been a “BOB”. In **2001**, the European Commission announced that it would co-finance a Euro-BOB campaign in Belgium, France, Greece, The Netherlands, Denmark, Ireland and Spain in a move to share this good practice across Europe. This co-funding has continued and, in **2005**, fifteen countries (Austria, Belgium, France, Poland, Hungary, Malta, Sweden, Italy, Czech Republic, Portugal, Greece, Denmark, Spain, United Kingdom, and the Netherlands) participated. In **2006**, the co-financing by the European Commission was stopped.

Brazil



Ambev

- **“If You Drink, Don’t Drive” · 2001 - ongoing**

A message communicated by the company’s brands - Brahma, Skol and Antarctica. The company supports governmental initiatives to develop programs to prevent traffic accidents resulting from drinking and driving and also donates breathalyzers. By 2006 more than 20,000 breathalyzers

had been distributed to the Brazilian states of São Paulo, Rio de Janeiro, Distrito Federal and Rio Grande do Sul. During regional events, such as Barretos, Carnabelô and Boteco Bohemia, (a traditional bar-food contest), responsible consumption messages are promoted through a variety of methods. As well as balancing-tests to engage merrymakers and identify those who should not drive, the company promotes partnerships with taxi cooperatives.

Bulgaria



Union of Brewers in Bulgaria (UBB)

- **“Statistical Report On Drinking And Driving” · 2005**

Prepared in cooperation with the Road Police Department of the Ministry of Internal Affairs. The publication demonstrates the brewers’ concern about the potential danger of drinking and driving. This initiative was prompted by the “Worldwide Brewing Alliance Drink Drive Report 2005” - see page 81.

Kamenitza PLC (InBev PLC)

- **“Information Campaign” · 2003 - ongoing**

A campaign to inform the public about the advantages of non-alcoholic beer as a part of responsible drinking and driving policy. The leaflets, posters, stickers, etc. were distributed at patrol stations, shops, parking areas, etc.

Diageo Bulgaria

- **“Don’t Drink and Drive” · 2004**

A campaign to inform the public about the potential danger of drinking and driving. The message was communicated using television, radio, leaflets, posters and stickers at petrol stations, with taxi drivers, in bars and clubs, in shops and on billboards. This was an initiative of Diageo Bulgaria in coordination with the Ministry of Internal Affairs and KAT/Road Control Department.

Canada



Brewers Association of Canada

- **“Life Is Full Of Choices” · 2006**

Five radio advertisements exploring social situations where people have to make a decision on whether or not to drink and drive.

- **“Where Will You Rest Your Head Tonight?” · 2005 - ongoing**

A campaign warning about drinking and driving. It uses television advertisements and transit advertisements placed in selected cities across the country.

Labatt Breweries of Canada

- **“Make a Plan” · 2006**

A campaign drawing on input from young adults to help encourage responsible drinking and reduce the incidence of drinking and driving.

- **“Free Ride Programs” - ongoing**

These programs help people get home safely, free of charge. In Atlantic Canada, the company's “Drive Home Safe Programs” operate during the holiday season when the risk of drinking and driving is greatest. In Quebec, the company's “Opération Nez Rouge” has volunteers to drive others who do not feel comfortable driving home in their own vehicles. Also, during the holiday season in Quebec, every one of the company's delivery trucks is emblazoned with a responsible-use message. In Ontario, the company has partnered with local transit commissions to support “New Year's Eve Free Ride” campaigns that provide passengers with free transit services all evening.

Molson Canada

- **“Molson Angels on Tap” - 2005 - annual**

A team of entertainer “angels” visit licensed premises during the Christmas season to promote responsible drinking and to warn of the danger of drinking and driving.

- **“Partnership with Taxiguy Inc.” - 1999 - ongoing**

Taxiguy helps people in need of a ride to get a taxicab and plan ahead. The Brewers' partnership is used to publicise Taxiguy's toll free number in selected cities across Canada.

- **“Don't Drink and Drive Programme” - 1989 - ongoing**

A national campaign launched as part of the company's “responsible use program” - see page 9.

Chili



Compañía Cervecerías Unidas S.A.

- **“Responsible Summer” - 2005 - ongoing**

A campaign in which a promotional team travels around delivering information on how to enjoy summer responsibly, including not drinking and driving. It was developed with the authorities of major cities. By 2006, this campaign had reached 200,000 persons who received the manuals with information, statistics, etc..

- **“Education Campaign” - 2005 - ongoing**

A road campaign to promote good driving practice with messages on signboards, such as: ‘If you drink, don't drive’. It was developed in conjunction with the Police Department and appears on 45 signboards on main routes around the country.

- **“National Holiday and New Years Eve” - 1999 - ongoing**

A campaign which proffers advice to drivers, cyclists and the general community, encouraging them to celebrate in a responsible way. The initiative was developed in conjunction with police officers of the Department of Security on Driving and Education. In 2005, CCU also incorporated this initiative during the Christmas season when alcohol consumption is known to be high.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO's



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By 2006, this campaign had reached 1,100,000 persons who had received the manuals with information, statistics, etc..

- **“If You Drink, Hand Over Your Car Keys” - 1994 - ongoing**

The slogan of an educational television campaign that calls for drivers to be responsible. The initiative aims to inform drivers, encourage responsible driving habits, and emphasize the legislation on the incompatibility of drinking alcohol and driving.

Costa Rica



Cerveceria Costa Rica

- **“Chofer Designado” (“Designated-driver”) - 1999 - ongoing**

A program launched in bars, as an incentive for those who had agreed to act as designated-drivers. Since 2005, however, it has become a media campaign to persuade car owners who drink, to hand over their keys, since resistance to do this was identified as the main obstacle to the success of the program. Although no systematic evaluation has taken place in recent years, the program's effectiveness is highly regarded by both the press and the public.

Czech Republic



Czech Beer and Malt Association (CBMA)

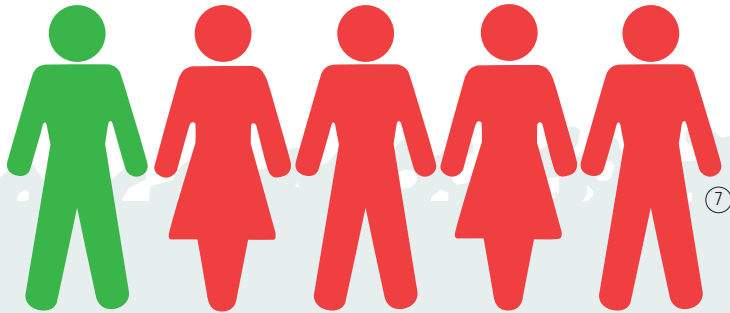
- **“Information text messages ‘Per Mile SMS’” - 2004 - ongoing**

An innovative service which informs drivers about the levels of alcohol in their blood at any given time, as well as the time at which they can safely continue driving. Consumers text information about their sex, age and weight and the time, type and amount of alcohol consumed to a given telephone number. Within the space of a minute, they should receive an answer estimating the current level of alcohol in their blood, the time in which this level should decrease to 0%, and also some brief information regarding the dangers of the current alcohol level for a person not used to the effects of alcohol.

This is one of the first SMS services in the Czech Republic used for purposes other than entertainment. Also, it is the first service providing an income for a non-profitable organisation. Consumers get the number to ‘text’ from a PR campaign consisting of POS materials, a press conference and a website - see www.iniciativapivovaru.cz. This is part of the “Joint Responsible Brewers Initiative” - see page 73.



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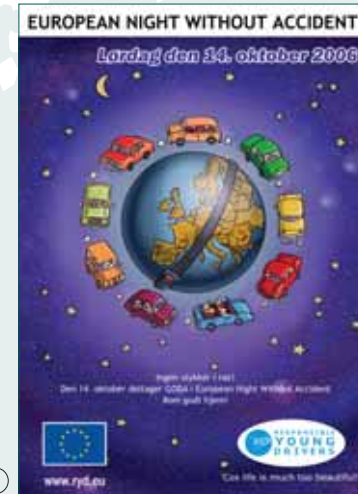


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● **“Designated-driver - Advertising Campaign”**

· 2003 - renewed 2005 - ongoing ⑤ ⑥

A campaign designed to change the public’s complacent attitude to drinking and driving by fostering a wider social awareness of the need for moderate drinking and the dangers of driving under the influence of alcohol, etc.. Between 2003 and 2004, the campaign used billboards, television spots, boomerang-shaped cards and collaboration with the police. It was coordinated by the CBMA, in association with the Council of the Ministry of Transport for the Security of Road Transport.

In 2005, the Ministry of Transport took the lead, and the campaign received the support of the European Commission. It is based on encouraging a “designated” driver, who will voluntarily abstain from drinking in order to provide a lift for his/her companions. The First Stage, which took place within the summer festivals “Summer of Love”, “Hip Hop Kemp”, etc., created much interest from the participants, exceeding the organisers’ expectations. The visitors had the opportunity to play a driving game or try an alcohol-free cocktail bar, where the “designated” drivers and their friends could get special discounts and benefits. It is part of the “Joint Responsible Brewers Initiative” - see page 73.

● **“If You Drink, Don’t Open the Car” · 2000 - ongoing**

A campaign run with the Road Safety Council (BESIP) and “Forum PSR”. It portrays drink-driving behaviour as anti-social and uses television and radio spots, a billboard campaign and boomerang-shaped cards for discos, restaurants and cafés, together with a website www.mdcz.cz. About 10% of the Czech population is aware of the campaign and is able to properly describe the main message. This percentage score is consistent through different categories of respondents, which indicates acceptance.

Denmark



Diageo Denmark

● **“Awareness Raising of the Dangers of Drink-Driving” · 2006**

‘Don’t Drink and Drive’ posters and materials were placed in key places like car parks, restrooms and bars during the Skandeborg Festival 2006. The campaign, run in conjunction with local police, was designed to reduce the incidence of drink-driving around the festival itself. The local police reported that out of 35,000 guests only one was arrested for drink-driving.

GODA

★ **“Holdspiller” (“Team Player”) · 2006 ⑦ ⑧**

A campaign aimed directly at young drivers in order to teach this specific target group to make a stand, use a designated-driver and thereby reduce the number of alcohol-related accidents. A group of specially trained “moderators” travelled all over Denmark during the summer of 2006 and visited a large number of festivals, markets and fairs in order to promote the key messages. Between August and October, the team visited many youth education establishments. At the same time, the campaign was promoted in nightclubs nationwide. The campaign is carried out as a cooperative effort between GODA and the Danish Road Safety Council, and is supported financially by the EU Commission.

The initiative has been evaluated by an external consultant. The results show that nearly 50% within the target group use and endorse the designated-driver concept as the best way to avoid drink-driving.

★ **“European Night Without Accident” · October 2006 - annual ⑨**

A campaign to promote awareness about the designated-driver message. It takes place at nightclubs one Saturday evening, each year, in October. Every group that arrives at the club is asked to designate a driver. The driver is asked to wear a bracelet in order to be recognizable.

When the driver leaves, he/she is asked to undergo a breath-test. If the driver has not had any alcohol, he/she is rewarded with prizes. The campaign is partly funded by the EU Commission and is also taking place in a number of other EU Member States.

The pilot-evaluation in Denmark shows that approximately 1/3 of the guests at the nightclub that evening took an active part in the initiative.

★ **"Eksperimentet" ("The Experiment")** · video 1996 / DVD 2005 - ongoing ^⑩

An educational video/DVD on drink-driving. The video shows how one loses the ability to drive after having consumed alcohol. It won a prize for the "best educational video" at an international contest in New Orleans. The video/DVD was developed in association with the Federation of Danish Motorists and the Danish Road Safety Council. It was financially supported by the Amsterdam Group and the EU Commission.

The Experiment has been evaluated as an element of other campaigns. Surveys showed that 72% of the target group view the film as being very good.



Dominican Republic



Cervecería Nacional Dominicana (CND)

● **"Campaign of Responsible Consumption"** · 2002 - ongoing ^⑪

A campaign which uses different messages that emphasize responsibility, e.g.: 'If you take a drink, take it easy'; 'If you take a drink, take the pulse of your conscience'; and, 'If you take a drink, don't put yourself behind the wheel'. The campaign was originally directed at adult consumers and was concentrated on the times of greater consumption - Easter and Christmas. At all times of the year, the responsibility messages include 'If you drink, do not drive'. The campaign uses different media, including magazines and newspapers, signboards on the main roads, radio jingles, leaflets and information on the website. It is carried out in partnership with the National Commission of Emergencies.

In **2006**, the campaign was expanded to Television in order to target Dominican youth with a message about the dangers of driving and alcohol consumption - 'If you drink, don't drive'. The themes that were explored include the importance of the car for young people and sharing responsibility between friends. The messages are reinforced by similar messages in other media.

Ecuador



Ambev Ecuador

● **"If You Drink Don't Drive"** · December 2005 - ongoing

A message installed on roadside signs in Guayas. The campaign is run in partnership with the CTG (Comisión de Transito de Guayas). The company is the first beer company in the country to launch a campaign to alert people to the problems of underage drinking and drinking and driving.

France



Brasseries Kronenbourg (Scottish & Newcastle plc)

● **"Ligne de Conduit"** · 1996 - ongoing

An anti-drink-driving campaign targeted at both employees and consumers.

Entreprise & Prévention (E&P)

★ **"Campaign to Help the Commercialisation of a Fixed Electronic Breathalyser"**

· 2006 - extended 2007 ^⑫

The breathalyser, developed by Entreprise & Prévention, was publicised with motivational events in discotheques during the summer, and a new design concept using the breathalyser. The launch was publicised in the press in Paris and in 5 other cities.

180 discotheques were equipped with these breathalysers between June and December 2006.

In **2007**, the campaign will be extended with a communication program and experimental campaign in the Loire-Atlantique (large area around the city of Nantes): About 100 pubs / discotheques will receive the equipment and the impact on alcohol-related road-mortality will be evaluated.

★ **"SMS Contest"** · 2005

A contest to make young people aware of the drinking and driving problem. 15-24 year-olds were invited to create their own prevention message in SMS language. The competition was run in partnership with Fun Radio and TV channel M6.

More than 2,000 messages were submitted; the winning message was printed and made available on 100,000 postcards in cafés, pubs and discos. Message : 'Tu Kon ou koi? Tu boi, tu conduit pa!' ('Foolish, you drink you don't drive!')

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO's



★ **"Student Kit" · 2005 - annual**

A practical guide aimed at the Students' Union in universities to give information about how to organize student parties safely. It included designated-driver tools. The campaign is run in partnership with FAGE (Federation of Student Unions) and Sécurité Routière. A new edition is produced and distributed to all the universities each year.

★ **"Electronic Breathalyser Equipment" · 2004 - 2006**

In April 2004, E&P signed the European Road Safety Charter with a commitment towards safer roads in Europe. Its contribution was to develop fixed electronic breathalyser equipment – the first to get official certification (December 2005).

★ **"Script-Writing Contest" · 2002 - 2003**

A competition to make young people aware of the problem of drinking and driving. 50 scripts were submitted to a jury of 15 members who chose 5 scripts to be adapted and produced by famous young directors. The competition was run in partnership with Pathé-Gaumont (cinema) and M6 (TV).

The 5 short movies were screened on television and cinema and advertised using posters in schools and universities, large e-marketing campaign, mini-website, etc.. A campaign followed in discos.. 3,500 scripts were sent by 15-24 year-old people; 2,000 young people registered on the website; 1.8 million people watched the short films at the cinema and 10 million on Television.

★ **"Designated-driver" · 2001 - ongoing**

An experimental program in Seine-et-Marne (a large area in Southern Paris) to test various methods to promote the designated-driver concept. It was aimed at discotheques, schools and sport clubs during a 3 month period in 2001 and a 6 month period in 2003. The program has now been extended to other areas of France

An 83% decrease in youth mortality was recorded in 2001, and in 2003 there were no deaths of young people due to alcohol recorded. 90% of the young people participating in the operation said they would use the designated-driver concept in future.

★ **"Celui qui Conduit, c'est Celui qui ne Boit Pas" ("The One who Drives is the One who Does Not Drink") · 1999 - 2004**

Large advertising signs were placed on about 5,000 billboards each summer to promote the designated-driver concept.

Germany



Deutscher Brauer-Bund e.V

● **"www.don't-drink-and-drive.de" · ongoing** ⑬

Aimed at young people, this website complements the "Don't drink and drive" campaign. It provides a contact forum, interactive games, e-postcards, actual alcohol-related traffic statistics and information. Funded by a working group of the different alcoholic-drinks sectors (including Brewers). **See also "Bier Bewusst Genießen", "(Drink Beer Sensibly)"** page 10 - one of the messages in this major campaign is 'Do not drink and drive'.

Greece



Diageo Greece

● **"Who's the Driver?" · 2006**

An anti-drink-drive campaign which challenged young adults to reflect on the dangers of drinking and driving whilst encouraging them to consider alternatives, such as designating a driver, taking a taxi home after a evening out and using alternative forms of transport when planning an evening out.

Hungary



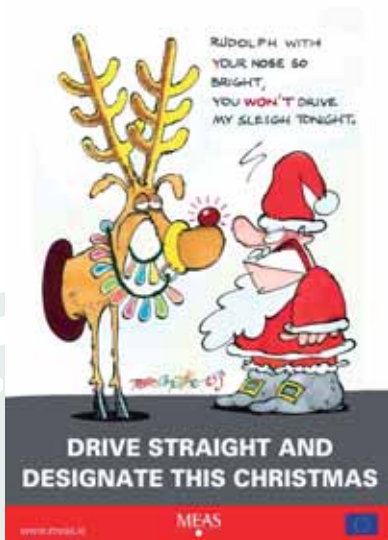
Association of Hungarian Brewers

● **"JÓFEJ" ("Sober Responsible Driver") · 2006 - ongoing**

A campaign to combat drink-driving. During the course of the program, the designated-driver is given an armband by the hostesses. On leaving the party, the driver is tested with a breathalyser, and if the result is negative, he or she is given a gift and the opportunity to enter a competition. If the result is positive, the driver is given a complimentary taxi card to allow him to get home safely.

● **"Party Soberly" · 2005**

A program designed to prevent accidents by combating drink-driving. In the course of the program, the hostesses gave the driver of a group an armband. When leaving the party, he had to take a breathalyser test; and if the result was negative, he got a gift. The purpose was not only to reward those who didn't consume any alcohol, but also to inform young people that even the smallest consequence of drink-driving may be more expensive than the cost of a taxi. The campaign was run jointly by the Association of Hungarian Brewers' and the ORFK Committee (National Police).



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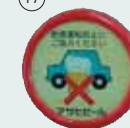


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Ireland



Mature Enjoyment of Alcohol in Society Ltd (MEAS)

★ "Drive Straight and Designate" · 2003 - ongoing 14

A high-profile national awareness initiative run by MEAS to promote the use of designated-drivers on Irish roads at Christmas and during other holiday periods. The campaign calls on the public, when going out for a drink, to designate a member of their group to refrain from drinking alcohol during the evening so that he/she can drive the group home safely. Significant cross-party political support, including An Taoiseach, Mr Bertie Ahern, as well as other main party leaders, has been secured for the campaign. An Garda Síochána, the National Roads Authority, the Automobile Association, the soft drinks distributors and the national media, together with backing from the wider drinks industry have all provided valuable support to the initiative. Since Christmas 2004, Coca Cola Bottlers Ireland (CCBI), with support from MEAS, have operated a Designated-Driver Campaign, entitling designated-drivers to three free drinks from participating premises – a list of which was available from a dedicated website. Following from the success of this campaign, CCBI are also now running the Designated-Driver Campaign in the summer months.

Italy



Associazione Degli Industriali Della Birra E Del Malto (Assobirra)

● "If You Drink, Don't Drive" · 2001 - ongoing

A video tape targeted at young people in high-schools and driving schools. Co-financed by the EU Commission and in cooperation with ADAC, ACI (Automobil Club Italia) and National Wine Producers Association.

Diageo Italy

● "My Name is Guido and Tonight I'm not Drinking" · 2006 - ongoing

A designated-driver campaign to encourage young adults to designate an abstemious driver, nicknamed "Guido" ("I drive" in Italian), to become the "hero of the evening", by protecting the safety of his friends.

Heineken Italia

● "Heineken Jammin' Festival" · 2005 - continued 2006

Free water for drinking is provided at this festival, organized by the brewery, to prevent dehydration. Visitors are encouraged to use public transport and not to drink.

● "Pensaci" ("Think") · 2004 - updated October 2006

A television commercial with a clear 'don't drink and drive' message - 'If you drink and drive you could be a danger to others too. Think about it'. In 2006, the advertising campaign was extended through free postcards.

SABMiller Subsidiary – Birra Peroni S.p.A

● "Don't Drink And Drive" · 2006 - ongoing 15

A leaflet distributed together with free drinking water at big events, and provision of a free cab service. In addition, staff were given training on responsible consumption.

● "Responsible Consumption Advertisements" · 1999 - 2005 16

Printed advertisements with Valentino Rossi giving the message: 'Don't Drink and Drive'.

Osservatorio Permanente sui Giovani e l'Alcool

See also "The problem of drinking and driving" page 77.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO's

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Japan



Asahi Breweries Ltd

- **Posters Warning About "Drinking and Driving"** · 2006 - ongoing ¹⁷
Were delivered to more than 100,000 restaurants and bars by the company's sales-force.
- **"Attention Customers: Drink Moderately, Please"** · 2000 - ongoing ¹⁸
Information included in the "Mini Manual of Beer" and in pamphlets for visitors to breweries. Visitors who have driven to visitor centres are asked to wear a special badge to ensure that they are served soft drinks in the tasting areas and are discouraged from drinking and driving.

KIRIN Brewery

- **"Warning About Drinking and Driving"** · 2006 - ongoing
A campaign in which posters and stickers are delivered to many restaurants and bars by the company's sales team.
- **"Campaign against Drinking and Driving"** · 2006 - ongoing
A "drinking and driving" prevention campaign for visitors to the breweries with many materials such as posters and badges.

Suntory

- **"Internal Codes For Brewery Tours"** · 2006 - ongoing
A campaign to ensure that visitors to the brewer understand about the dangers of drinking and driving and are not served beer. Signs are displayed in breweries' entrances, and visitors with cars are asked to wear badges.

Lithuania



Lithuanian Brewers Association

- **"Brewers Against Excess Consumption"** · 2007 ¹⁹ ²⁰
A month-long social-action campaign targeting drink-driving with four parts: 1. Billboards with social advertising by the roadside. 2. One million coasters distributed to all "beer on tap" outlets. 3. Advertisements in the newspapers and 4. The website www.darbasgirtiems.lt (job for drinkers). This action is partnered by the Ministry of Communication, the Ministry of Transport and the European Road Safety Charter.

Malta



The Sense Group (TSG)

- ★ **"You Drink, You Drive, You Lose"** · 2005 - annual
A campaign that uses bus shelter advertising and posters in entertainment outlets.
- ★ **"Who Will be the Leader Tonight"** · 2003 - ongoing
A designated-driver campaign in which the designated-driver is ascribed the status of leadership. The campaign received positive acclaim and was part of the Pan European campaign in 2005.
- ★ **"Campaign Against Drinking and Driving"** · 1998 - ongoing
A campaign which uses radio messages during the summer and Christmas seasons, billboards in the summer months, press advertisements during the Christmas season and car stickers.
- ★ **"Stay Alive"** · 1998 - annual
A campaign appealing to common sense, which means 'do not drive if you have had a few drinks'. The campaign is run over the Christmas period.

Mexico



Cervecería Cuauhtémoc Moctezuma

- **"Conductor Designado" ("The Designated-driver")** · 1992 - ongoing
A program within the harm reduction strategy. It contributes to the reduction of car accidents causally related to the abusive consumption of alcohol and promotes responsible driving practices, habits and skills. This program has been of benefit to hundreds of thousands of people by promoting (in bars and other outlets) the designation of a volunteer driver who does not drink alcohol and drives his/her friends home, thus reducing the possibility of an accident.
- **"Designated-driver Advertising Campaign"** · 1992 - ongoing
A campaign to promote personal responsibility by trying to convince people of "legal age" not to combine drinking and driving. It uses radio, television, billboards and print advertisements. The campaign is developed in a positive and inspirational way by displaying the designated-driver as the "best friend", the "lifesaver", the "soul of the party", and by re-creating common situations where responsibility is a key factor in reducing the possibilities of suffering an accident.



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Poland



The Union of Brewing Industry Employers in Poland - Polish Brewers

● "Signed the European Road Safety Charter" · 2006

Committing the Polish brewers to take actions to improve road safety, specifically in the field of drink-driving.

● "Drinking - not Driving" · 2006 21 -> 26

A pilot-study to test an educational program against drink-driving, implemented in one city. The program was supported by the National Road Safety Council (Ministry of Transport) and National Police. It took place in Łódź (Lodz) in 20 pubs, clubs and discotheques. It was supported by the city's authorities (President of Łódź (Lodz)), local police and the local Beer Brotherhood.

The objectives of the pilot-study were to:

- educate young people (core target: 18 – 30 year-olds) to never drive after drinking alcohol and to build awareness of the simple rule: 'once you drink, don't drive – use other ways to get home safely',
- build good relations with local authorities,
- build the reputation of the brewing industry as a "good citizen" in the local community.

The program was based on the "designated-driver" concept. Educational activities focused on HORECA outlets where specially trained promoters introduced educational games to convince people that drinking and driving should never be combined. Activities included the following:-

- selecting a "designated-driver", called "DRiver" – one man or woman in a group who does not drink alcohol that night and drives friends home (an English name was used as a Polish play on words with a double meaning – English "driver" meaning "a car driver" and DRI being an abbreviation for a Polish "party traffic officer" in Polish),

- playing with "alco-goggles" (special pairs of spectacles simulating sensations of being drunk),
- promoting safe ways of getting home after drinking: taxi cabs with special discount: night buses,
- tests with breathalysers,
- rewarding "designated-drivers" with special key-rings.

Educational activities were supported by promotion in local media (press and radio). The results of the pilot-scheme proved the mechanism to be a very efficient educational tool, especially with young adults. Almost 12,500 people were reached, 10% of them (1,354) became "designated-drivers". 1,116 of these designated-drivers successfully passed tests with breathalysers and were rewarded with key-rings when leaving the club. The program is being continued in other cities of Poland in 2007.

PAPI survey by TNS OBOP, 10 – 15 December 2006, 100 respondents recruited in the pubs and clubs where the action had been carried out.

Conclusions:

1) Understanding of the key message of the program (spontaneous):

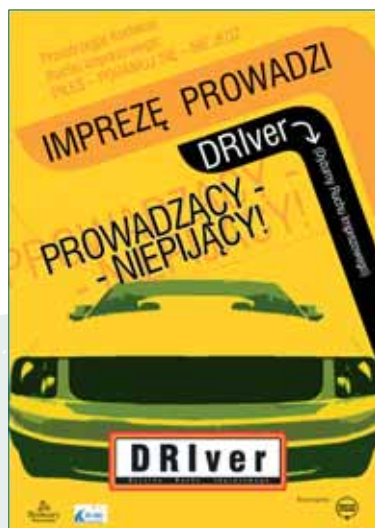
73% respondents recognised that the objective of the action was to convince people who were drinking alcohol that they should not drive. 10% respondents remembered that the action encouraged people to choose a "designated-driver"

2) Remembering the role of the "DRiver":

64% respondents easily defined the role of the "DRiver" (designated-driver). If a respondent happened to have been chosen as a designated-driver, it was usually a man (70%) over 30. 59% respondents stated that the program performed well in terms of building awareness that drinking and driving should never be combined. Only 16% held the opposite view.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO's



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Portugal



APCV-Portuguese Brewers Association

- "Signed the European Road Safety Charter" · 2006 ²⁷
And thereby committed to share the responsibility for road safety in Portugal.
- "Uma Mão no Volante, Outra na Consciência" ("A Hand on the Steering, Another on the Conscience") · 2006 ²⁸
A campaign using large billboards on high-speed roads in the Algarve appealing for non-alcoholic beverage consumption by drivers.
- Sponsorship and Active Participation in "Crash Initiative" · 2006 and 2007
A one-week campaign aiming to raise public awareness about the dangers of drinking and driving. It was launched by the Police and the Lisbon Mayor.

Central de Cervejas

- "Sagres Mini-bus" · 2007 - ongoing
A mini-bus service, for people who aren't fit to drive, circulates around the best known pubs and clubs in both Lisbon and Porto between 11pm and 7am on Fridays and Saturdays. The campaign is organised by the Sagres Zero brand.

Romania



Brewers of Romania

- "Don't Drink and Drive" · 2007
A campaign which will focus on educating young drivers not to drink alcohol before they drive.

Singapore



Diageo Singapore

- "Partnership with Taxi Companies in Singapore" · 2006

To promote an anti-drink-driving message through the Guinness brand. The message of the campaign was 'Ensuring your friends get home safely. Now that's Greatness'.

Slovakia



SABMiller Subsidiary – Topvar Breweries

- "Drink and Drive Campaign" · 2007

A television campaign, backed up by billboards, where the main focus is on road-safety. This is organised in conjunction with the Ministry of Transport of The Slovak Republic.

South Africa



Diageo South Africa

- "Dry Roads" · 2006 - ongoing
A radio campaign aimed at preventing drink-driving during the festive season.
- "Nº.1 Taxi Driver" · 2003 - ongoing
A campaign to raise awareness of the key qualities in being a Nº.1 Taxi Driver. In 2006, this initiative culminated in a televised awards ceremony celebrating the various Nº.1 Taxi Drivers across South Africa.
- "Road Safety for Drivers and Pedestrians" · 2003 - ongoing
A visible transport and safety campaign with the slogan 'Be safe - be seen' for pedestrians and drivers along the Moloto Road area in the Mpumalanga Province. It aims to teach pedestrians and drivers to be responsible, to celebrate wisely, and to respect their own lives and the lives of the community around them.



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SABMiller subsidiary – SAB Ltd

- **“Drink Responsibly, Drive Responsibly, Live Responsibly” · 2004 - ongoing**

A campaign, launched on 7th April 2004 in support of World Health Day. The campaign utilised print, pamphlet, Radio, and outdoor billboards.

- **“Partnership with Arrive Alive” · 2005 - ongoing** 29

Allows the coordination and utilization of funds to maximise the reach and impact of the campaigns. The company has a history of supporting (co-funding) Arrive Alive’s campaigns and promoting road-safety in South Africa.

Industry Association for Responsible Alcohol Use (ARA)

- ★ **“Partnership with Arrive Alive” · 1989 - ongoing**

Drink/drive campaigns prepared with the support and endorsement of the South African Department of Transport in order to reduce road-accidents resulting from alcohol misuse.

Spain



Cervceros de España

- **“La Carretera Te Pide Sin” (“The Road Demands You Are Alcohol-Free”)**

· 2000 - annual 30

A national campaign that is run every summer. The message is that drinking and driving are two activities that are not compatible. Materials include: 12,000 posters exhibited in 6,000 petrol stations and 5,400 driving-schools; 200,000 turnkeys; press and outdoor advertisements; 200,000 stickers and 385,000 free postcards. This is run in cooperation with the National Traffic Authority (DGT); Spanish Association of Oil Operators (AOP); National Federation of Auto Schools (CNAE); Royal Motor Club of Spain (RACE); Spanish Highway Association (AEC); National Breakdown Service Organisation (ADA); Technological Institute Foundation for the Safety of the

Car (FITSA); Automobile Club (RACC) and European Car Commission (CEA).

In 2004, the campaign was selected by the European Commission to be part of the European Road Safety Charter, and in 2007 a video is being produced to show campaign materials in cinemas.

- **“Jóvenes, Alcohol y Conducción” (“Young People Alcohol and Driving”)**

· 1998 - ongoing 31

A video about alcohol and young people, which was distributed to 5,000 driving-schools throughout Spain. It shows the effects of alcohol on driving. Run in cooperation with the Association of Distributors and Industries of Major Beverage Brands (ADIGRAM) and the Royal Automobile Club Spain (RACE).

Taiwan



Taiwan Beverage Alcohol Forum (TBAF)

- ★ **“BOB, the Designated-driver” · 2006 - ongoing** 32

A campaign first promoted in Belgium (see page 38) and expanded to 15 European Union member countries by 2005. It was launched in Taiwan with a press conference to explain the Bob concept. This was followed by a consumer event **“be BOB, fun trip”** at bars and restaurants in the Taipei metropolitan area which was designed to attract consumers’ attention by giving away a free holiday package as an incentive. The campaign was publicised by advertisements in magazines, on bus panels and by nationwide television broadcasting.

- ★ **“Anti-Drink-Driving on Halloween” · 2006**

A seasonal campaign in cooperation with Taipei City Police Bureau Traffic Department, conducting breath-tests for drivers at road-blocks on major roads and bridges in the greater Taipei area. Promotion-girls dressed in Halloween costume gave sweets to drivers who passed the test.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO’s



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★ **“Drink/Drive Campaign” · 2000 - ongoing**

A continuous campaign, undertaken in conjunction with private sectors and the Taipei city government, to combat the rising incidence of drinking and driving. Statistics show that following these campaigns, drink-driving incidents appear to have increased but injury and fatal incidents caused by drink-driving have declined. Taipei city has a distinguished descending ratio of drink-driving cases. The national statistics also show that drink-driving has the highest ratio during the Chinese New Year period compared to the remaining months of the year. This period is, therefore, a target for increased campaign activity. In **2006**, the campaign was extended geographically to include the cities of Taichung and Kaohsiung in order to broaden the awareness of drink-driving advertising campaigns in southern Taiwan. The campaign is promoted in various media, including posters, bus stops, bus panels, radio interviews and public service announcements together with 30” TVC broadcasting at bus, MRT and national Television stations. The campaign has attracted important media coverage, including interviews with the TBAF chairman, a nationwide English radio program, and articles in two major daily newspapers.

The Netherlands



Heineken NV

● **“Neem Je Verantwoordelijkheid” (“Take Your Responsibility”) · 2003 - ongoing**

A one-page advertisement in the main Dutch newspapers, asking people not to drink/drive. It is issued three times a year (carnival, exams and end of year). Since 2003, the message has also been displayed on the back of Heineken trucks to make drivers aware that they should not think about beer while driving.

STIVA - Dutch Foundation for the Responsible Use of Alcohol

★ **“The Test” · 2003 - ongoing**

An anti-drink-drive video subsidised by the EU. This is an Amsterdam Group initiative (also covering Germany, Ireland and the UK) in cooperation with ANWB, the Royal Dutch Automobile Club.

★ **A “BOB” Style Designated-Driver Campaign · 2001 - ongoing** 33

Run by STIVA, the Dutch Brewers Association and the Wine and Spirits producers and importers, in cooperation with the Dutch Safe Traffic Organisation and the Ministries of Transport and Health. Similar campaigns are also being run in other EU Member’s States with support from the European Commission - see Belgium, page 38.

★ **“Participation in Platform Alcohol and Traffic (PAV)” · 2001**

The advisory committee for the Ministry of Traffic.

United Kingdom



British Beer & Pub Association (BBPA)

● **“Wheelwatch Campaign” · 1958 - ongoing** 34

The BBPA has been issuing posters for pubs and bars to its members for nearly 50 years. The main message promoted has been ‘Think before you drink before you drive’. In **2002**, it put its resources behind The Portman Group’s designated-driver campaign (‘I’ll be Des’ - see below), as well as backing the Government’s annual campaigns.

Cameron’s Brewery

● **“Think B4U Drive” · 2005 - 2006**

A campaign to reduce drinking and driving. This is a part of the “Safer Stockton” project that is endorsed by the brewery.

Scottish & Newcastle plc

● **“Don’t Drink and Drive” · 2007**

‘John Smith’s’ (a brand name) anti-drink-driving campaign, based around the sponsorship of the Grand National horse race.

● **“If You Drink And Drive You’re A Bloody Idiot” · 2005**

Fosters’ drink-driving campaign, run during the Fosters’ sponsorship of the Formula 1 Grand Prix.

● **“Know Your Boundaries” · 2005**

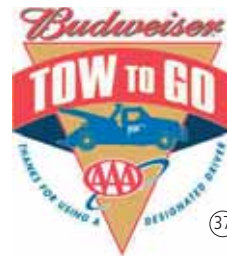
A drink-driving campaign run by Fosters during the 2005 England v. Australia Ashes cricket test matches.



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The Portman Group (TPG)

★ "I'll be Des: the Designated Non-Drinking Driver" · 1999 - 2006 35 36

A designated-driver scheme designed to promote the message to always designate a non-drinking driver when drinking and using the car. It was launched in conjunction with professional football in 1999 and was promoted by police, road safety officers and health-promotion professionals through a series of regional campaigns sponsored by TPG. In 2002, the "I'll be Des" scheme won a Prince Michael International Road Safety Award. The British Beer & Pub Association co-funded some of the materials, and urged its members to display the 'I'll be Des' information in all their pubs. The campaign continued until November 2006.

USA



Anheuser-Busch Companies, Inc.

● "Tow to Go" · 1999 - ongoing 37

Through a joint effort with the Automobile Association of America (AAA) in selected States, this program provides a free ride home for people who have over-indulged, and also provides a tow home for their vehicle. Since 1999, "Tow to Go" has provided more than 6,400 free, safe rides home - see www.beeresponsible.com.

● "Designated-Driver Program" · 1990 - ongoing 38

This program promotes the use of designated-drivers at stadiums, arenas, bars, restaurants, and home parties. Consumers typically receive free non-alcohol beverages or discounts on food from bars or restaurants in exchange for being named the designated-driver in a group. In 1995, the initiative was extended. "Who's Your Bud?" encourages friends to look out for one another and either volunteer to be the designated-driver or designate a driver before heading out on the road. More information is available at www.designateddriver.com or www.whosyourbud.com.

● "Alert Cab" · 1984 - ongoing 39

A program which combats drunk driving by bringing together local distributors, cab companies, and retail establishments to provide free or reduced-fare cab-rides to bar and restaurant customers - see www.beeresponsible.com.

Coors Brewing Company

● "Support for the National Commission Against Drunk Driving (NCADD)" · 2005 40

This organisation is dedicated to reducing drunk driving by fostering consensus and cooperation between the corporate sector, state and federal governments, and advocacy groups. The Beer Institute represents its members in this organisation.

● "SoberRide" · 2004

An alternative transportation program which helps keep local roads safe from drunk drivers during the traditionally high-risk holiday periods. The program encourages and supports responsible choices by providing safe alternative transportation for the public.

● "ANNA'S RIDE HOME" · 2003 - ongoing 41

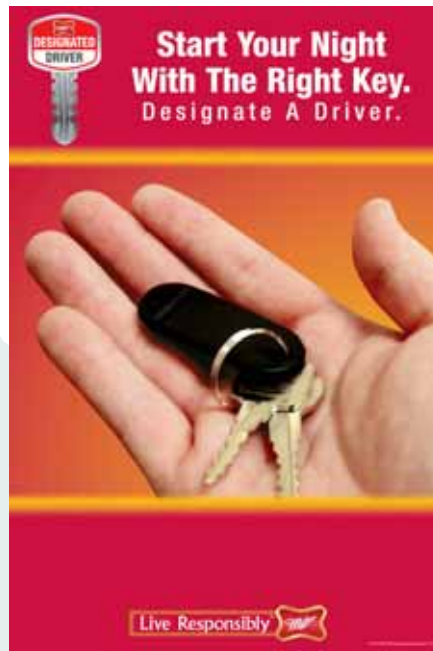
A designated-driver or taxi voucher program that partners with bars, taxi companies and sponsors to provide free taxi vouchers to alcohol impaired drivers in the greater Seattle area. The program focuses on proactive intervention and the prevention of deaths and injury from drunk drivers.

● "1-800-TAXICAB" · 2000 - ongoing 42

Brewers offer consumers a national taxi dispatch service and provide an easy-to-remember number when planning safe or alternative transportation. Radio spots, point-of-sale, and packaging materials promote the 1-800-TAXICAB service.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO's



● **"Drive Sober" · 2000 - ongoing** (43)

Developed to help reduce impaired driving. This message emphasizes the importance of driving when sober, or designating a sober driver before drinking alcohol.

Heineken USA

● **"Responsible Consumption Radio Spots" · 2005 - ongoing**

National responsibility advertisements, some specific for holiday airing and others for broadcast throughout the year. The company negotiates with all radio stations that air its brand advertisements to incorporate responsibility Public Service Announcements (PSAs) and to recognize designated-drivers in all on-site promotions.

● **"Responsible Advertising Award Competition" · 2004 - annual**

A competition on college campuses. The competition requires entrants (21 years-old, and older) to develop and submit a set of responsibility advertisements. For each year's competition, three winners and five honourable mentions are selected. Winners/Mentions are chosen by an independent group of advertising industry experts compiled by the American Advertising Federation (AAF). The top winner will present their responsibility campaign personally to Heineken USA executives. This is run in cooperation with the AAF and its local chapters.

● **"SAFE CALL" · 1999 - ongoing** (44)

A unique national partnership with 1-800-TAXICAB that has been effectively utilized with local bars, restaurants and taxi companies. The program allows bartenders or customers to arrange taxi rides home to ensure a safe ride to their home or hotel. SafeCall is designed to encourage people all across America not to drink and drive.

SABMiller Subsidiary – Miller Brewing Company

● **"Keys to Responsibility" · 2002 - ongoing** (45) (46)

Helps retailers, distributors, community groups, and others to promote transportation alternatives and responsible decision-making by legal-drinking-age consumers. Last Call - Safe Ride posters, banners, and other useful images and tools are available online to make it easy to implement a designated-driver program or community-based 'safe ride home' program to help prevent drunk driving. It is endorsed by the Fraternal Order of Police.

● **"Safe Ride Home" · 1991 - ongoing**

Promotes the use of designated-drivers at bars, restaurants, and parties at home. Consumers would, typically, receive free non-alcohol beverages, or discounts on food, from an establishment in exchange for being the designated-driver in a group.

● **"Free Rides" · 1988 - ongoing** (47)

Provide free public transportation on popular holidays such as New Year's Eve and St. Patrick's Day. This drunk-driving-prevention and community-service program helps keep roads safe by encouraging adults to use public transport when returning from national/public holiday celebrations. The brewers team up with public transport companies, law enforcement agencies, and community organisations to provide this program.

Venezuela



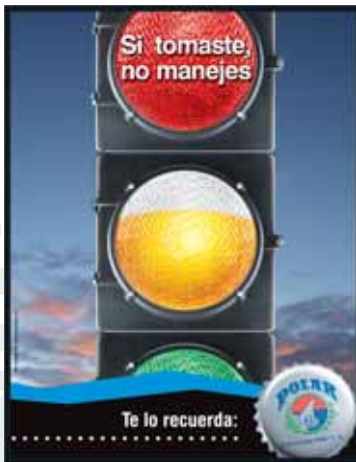
Cervecería Polar

● **"Corredor y Carro Chocón" ("Racing Car Driver and Bumper Car")**

· 2006 - 2007 (48)

An advertising campaign to reinforce the dangers of driving while under the influence of alcohol for both the individual and for the environment.

49



Evaluation: Responsibility when Drinking (21%), Protection (12%), Awareness (5%), Caution (7%), Protection (4%) (Fuente: CCR, Fecha de Campo: 6 de Mayo al 26 de Mayo de 2006).

● **“Si Tomaste, no Manejes. Te lo Recuerda Cervecería Polar” (“If you Drink, do not Drive. Cervecería Polar Reminds You”)** · 2005 - ongoing ⁽⁴⁹⁾

A campaign developed for consumers of “legal age” to bring about conscious behavioural changes in connection with ‘Drinking with Responsibility’ and, specifically, the risks associated with drinking and driving. The sentence ‘Si tomaste, no manejes’ is the slogan of all campaigns relating to responsible consumption.

Consumer research has shown that spontaneous awareness of the Cervecería Polar Responsible Consumption campaign among all drinkers (beers and liquors) is 20% at national level and 50% in Caracas.

Europe

The Brewers of Europe

● **“The European Road Safety Charter”** · 2005 ⁽⁵⁰⁾

The Brewers of Europe signed the Charter and made a number of commitments regarding drinking and driving. These commitments included the publication of this document, and also an update to the Worldwide Brewing Alliance Drinking and Driving Report - see page 81. There is also a commitment to promote the Charter as best-practice and encourage other brewing associations and companies to sign up to the Charter, as well as making their own commitments - see www.paueducation.com/charter.

By 2007, all 5 commitments have, or are in the process of being, fulfilled. Brewers, brewing associations and brewer-funded SAOs in 7 countries are currently signatories to the Charter.

- Initiatives of Brewers and Brewers Trade Associations
- ★ Initiatives of organisations part funded by the brewing industry such as SAO’s

Diageo Europe

● **“The European Road Safety Charter”** · 2006

Became signatory to the Charter.

★ **The Amsterdam Group (TAG) (EFRD since 2006)**

★ **“Informal Coordination of Designated-Driver (EuroBOB) Campaigns”** · 2001 - 2006

Based on the designated-driver concept and covering 15 countries in 2006, namely Austria, Belgium, the Czech Republic, Denmark, France, Greece, Hungary, Ireland, Italy, the Netherlands, Poland, Portugal, Spain, Sweden and the UK. The target is to contribute to halving the number of road deaths by 2010. The implementation of this concept varies from country to country to reflect local situations and cultures.

A press conference, on the eve of the 2004 WHO road safety day, presented the campaigns across Europe. 2004 figures indicate that: in the Netherlands, 69% always designate a driver; in Ireland, 25% use a designated-driver, and 45% a taxi; and, in Portugal, positive blood-alcohol content results have decreased to 2% and alcohol is now the fifth factor contributing to road accidents. The “EuroBOB” campaign is part-funded by the European Commission and coordinated by IBSR with the support of The Amsterdam Group for SAO led campaigns.

International

The Worldwide Brewing Alliance (WBA)

See also the **“Drinking and Driving Report”** page 81

International Center for Alcohol Policies (ICAP)

★ **“Global Road Safety Partnership (GRSP)”** · 1999 - ongoing

Brings together governments and governmental agencies, the private sector and civil society organisations to address road-safety issues in low- and middle-income countries. GRSP is an hosted program of the International Federation of Red Cross and Red Crescent Societies (IFRC), based in Geneva. ICAP is a founding member of GRSP. A GRSP good-practice guide on alcohol-impaired driving will be published in 2007. ICAP will support the implementation of the guide through training, facilitation of private sector involvement in alcohol-impaired driving projects, and monitoring and evaluation inputs to the implementation of the guide – see (www.grsproadsafety.org). This is an initiative of the World Bank, the International Federation of Red Cross and Red Crescent Societies, governments, private sector, and international and non-governmental members of the GRSP Steering Committee (e.g., ICAP).

See also numerous publications (page 81) and conferences / workshops (page 87)



Responsible retailing initiatives

This section includes programs for the education and training of managers and staff who serve/sell alcoholic drinks to help them comply with the local regulations and prevent problematic situations. It also includes social hygiene, design of premises and other responsible retailing campaigns to minimise the possibility of antisocial behaviour. Responsible retailing is a growing area for initiatives, some of which appear in this section and some in the section which focuses on preventing underage drinking.

Argentina



Cervecería y Maltería Quilmes

- "I Take it Seriously, I Don't Sell to the Underaged" · 2004 - ongoing ① ②

A campaign, directed at owners of retail outlets which deploys the slogan at the point-of-sale. Displaying the slogan on stickers provided by the Company, this point-of-sale campaign has joined the Company's initiative that endorses a responsible commercial attitude by selling alcoholic beverages only to those who are 18 years-old, or older. 100,000 coasters with the slogan "If you have drunk, don't drive" were distributed in bars and discotheques throughout the country to enhance the message of responsible consumption. In supermarkets, to reinforce teamwork with the other key players in the retail network, a campaign was conducted with leading supermarket chains in Buenos Aires City and Greater Buenos Aires, with the slogan: 'It is everybody's responsibility that the underaged do not drink alcohol. To buy alcoholic beverages, you have to be of legal drinking age.' To that end, the Company created promotional materials and posters that were placed at the checkouts.

The company has also printed several advertisements: 'When in doubt, ask for the I.D. document: Avoiding alcohol consumption by the underaged is a responsibility we all share - the industry, government, family and retailers.' To raise awareness, at the point-of-sale, about the need to prevent the underaged from purchasing and/or drinking alcohol, the Company launched a print campaign reminding retailers to sell only to those who produce evidence of being of legal drinking age (18 years of age, or older).



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Austria



Verband der Brauereien Österreichs

- "BierWissen" · 2006 - ongoing

Comprehensive educational material for students who are training in hospitality and tourism or in hotel management. It includes an extensive chapter on responsible drinking.

Bulgaria



Union of Brewers in Bulgaria (UBB)

- "Information for Servers!" · 2005 - ongoing

The principles of the UBB Code for Responsible Commercial Communications and Ethical Standards are published in magazines which cater for pubs, restaurants, bars, cafés, shops, etc..

Canada



Labatt Breweries of Canada

- "Responsible Retailing Initiatives" · ongoing

Training in responsible-use-awareness for alcohol licensees. The training includes the dangers of over-consumption and drinking and driving and takes place in the company's own institute facilities. In Nova Scotia, through a program called, "It's Good Business", the company partners with local bars and restaurants and the Tourism Association of Nova Scotia to educate event-coordinators and employees on guest-safety, serving responsibly, and developing contingency plans. Labatt also works with partners in the community, such as the Calgary Stampede and The Resorts of the Canadian Rockies, to ensure its brands are served and enjoyed responsibly.

Denmark



GODA

★ "Alkohol med Omtanke" (Alcohol and Responsibility) · 2005 - ongoing

A tool developed originally for licence holders. It is also used by DSB (Danish Rail Service) and the volunteer groups 'Night Owls'. It contains information about the management of conflict and facts about alcohol.

★ "Trygt Natteliv" ("Safe Nightlife") · 2004 - ongoing ③

Educational courses for people working in bars, cafés and nightclubs on how to handle risk. A group of professionals - focusing on the psychological, social and judicial aspects - provide information on how to handle difficult situations that may occur, and information on how to ensure safety at bars, cafés and nightclubs. Combined with initiatives targeted at young people, the project has raised awareness amongst youth and adult networks about the potential risks. The project is carried out in cooperation with the Danish Crime Prevention Council, local police, authorities and Licence Holders.

Evaluation of "Safe Nightlife" gave the following conclusions:

- There are significantly less minors in nightclubs;
- Young people say they feel the atmosphere has improved considerably; and
- Members of staff say they feel more confident to handle situations and report a general drop in violent incidents inside night clubs.

France



Entreprise & Prévention (E&P)

★ "Alcohol and Minors" · 2006 - ongoing

An information guide distributed to commercial outlets to remind them about the legislation regarding minors. The guide includes advice for enforcement.

Germany



Deutscher Brauer-Bund e.V

● "16/18 Instruction Tools for Gastronomy" · ongoing ④

A campaign to encourage responsible selling of beer in bars, pubs and restaurants. Beer is available for people from the age of 16 years and spirits are available for 18 year-olds, and above. The campaign uses stickers, etc..

See also "Bier Bewusst Genießen" ("Drink Beer Sensibly") page 10 - part of this campaign is to provide "packages" for pubs/restaurants, markets and gas stations.

Ireland



Mature Enjoyment of Alcohol in Society Ltd (MEAS)

★ "Responsible Serving of Alcohol Program" · 2003 - ongoing

Helps licence holders develop policies and procedures about serving alcohol so as to minimise the risk of alcohol-related problems as a result of inappropriate alcohol consumption. The program is delivered in the form of interactive workshops using 'real situations' or case studies to help reinforce skills and encourage full discussion amongst participants. It has been developed by the Department of Health and Children's Health Promotion Unit, with input and cooperation from the Drinks Industry Group of Ireland, including the Vintners' Federation of Ireland and the Licensed Vintners' Association. Fáilte Ireland, the national body responsible for training and development in the Irish tourism and hospitality industry, has been appointed to coordinate delivery of the program to hotel, club and bar staff, and to assure its quality. The principles of Responsible Serving have also been incorporated into third-level hospitality programs. MEAS continues to work closely with Fáilte Ireland and the Health Promotion Unit on the further development of the program.

Italy



Heineken Italia

● "Alcohol Training Course for Sales Team and HORECA Clients" · 2005 - ongoing

144 in 2006 and 157 in 2007.

Japan



KIRIN Brewery

● "KIRIN Draft Masters School" · 1993 - ongoing ⑤

KIRIN Brewery has been providing an extensive training program to staff in restaurants and bars which stock draft beer. The program includes information on drinking and driving, as well as on underage drinking. More than 226,000 staff have already participated in this program.

Sapporo Breweries

● "E-learning on General Knowledge of Corporate Social Responsibility (CSR) and Compliance for Employees of Restaurants Run by the Related Company" · 2006

Includes alcohol responsibility related issues.

Kenya



East African Breweries Limited (EABL)

● "Server Training" · 2005 - ongoing

Training workshops for bartenders, owners and managers to equip them with vital skills necessary to conduct themselves with a commercial culture that fits within EABL's work ethic, social responsibility and integrity. This is part of a strategy to encourage responsible drinking.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO's



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Malta

The Sense Group (TSG)

★ "Commitment Not to Sponsor 'Open Bar Parties'" – since 2006

Members of The Sense Group committed themselves not to sponsor parties where persons could buy an unlimited number of drinks at a fixed price.

★ "Code of Practice for Bartenders" · 2000 - ongoing

Guidelines to ensure that alcoholic beverages are consumed in moderation in Malta. It includes information as to how to refuse to serve underage drinkers and those who are drunk or over the drink/drive limit, as well as providing general education about the effects of alcohol. It is undertaken in collaboration with the Maltese Bartenders Guild and the General Retailers and Traders Union (GRTU).

Mexico

Cervecería Cuauhtémoc Moctezuma

● "El Mesero Responsable" ("The Responsible Waiter") · 2005 - ongoing

A program, within the harm-reduction strategy, which is directed at waiters and bar tenders, that intends to create consciousness among them about the responsibility of their job in preventing alcohol misuse amongst their clients. Also, it highlights the importance of quality of service.

New Zealand

Beer Wine & Spirits Council (BWSCNZ)

● "Wellington Liquor Liaison Group (LLG)" · 2002 - 2006

A group which coordinated issues/projects about responsible consumption of alcohol in Wellington aimed at contributing to a reduction in alcohol-related harm in the community. In 2006, the Wellington LLG held its first Host Responsibility Exposition for the industry.

It was run in conjunction with Wellington City Council, District Licensing Agency, Hospitality Association of New Zealand, New Zealand Police, Accident Compensation Corporation, Hutt Valley Health District Health Board and Alcohol Advisory Council of New Zealand

● "Business Before Five" (BB5) · 2002 - 2006

In conjunction with the Wellington LLG, this forum provided information and advice to businesses involved in the sale of alcohol. The project 'THINK B4 U BUY UNDER 18s DRINK' has continued support.

Lion Nathan NZ Ltd

● "Guidelines for Host Responsibility" · 2004

A guide for staff who host customer functions - 'Patron Care'.

South Africa

SABMiller subsidiary – SAB Ltd

● "The Responsible Trader" · 2005 - ongoing

A social-responsibility training program developed as part of the company's 'Taverner' training program. It contains various modules on how to trade responsibly. The training material has been developed with the assistance of a group called "Trainiac". This group specialises in creating and developing picture-based, customised training solutions that rely on interaction and self-discovery. These training solutions work very well because pictures are a universal language. The program is broken into modules that cover: the environment in which alcohol is traded; the consequences of alcohol misuse; social responsibility; behavioural cues of people under the influence; intoxication rate; Blood-Alcohol Content; moderate versus alcohol misuse; the positive effects of alcohol; general rules for being socially responsible; not serving underage patrons; preventing violence on your premises; the ARA Industry Code of Practice (below); and, the National Liquor Act (and where relevant, Provincial Liquor Act) requirements on responsible alcohol-use.

Industry Association for Responsible Alcohol Use (ARA)

★ **"Requiring a Regulated Industry" · 2003**

Dissemination of information about the National Liquor Act 2003. This was prepared with the Department of Trade and Industry.

★ **"Server Training Program" · 2003 - ongoing**

A training program developed for all liquor establishments in South Africa (new, or reapplying for their licence). It aims to educate about responsibility in terms of the National Liquor Act and broaden understanding about the effect of the business on the environment. The training materials are pictorial to cater for all literacy levels. Implementation is under discussion in Eastern Cape, KZN, Northern Cape and Western Cape.

★ **"Industry Code of Practice" · 2000 - ongoing**

Develops a change in attitude towards dealing with alcohol misuse. It has been adopted widely, particularly in the informal retail trade.

United Kingdom



British Beer & Pub Association (BBPA)

● **"Support for Pubwatch" · 1995 - ongoing** ⑥

The BBPA has pledged funding of £75,000 over the next three years to support the work of Pubwatch - Forums set up by licensees at local level with central assistance from the National Pubwatch Committee. Pubwatches aim to achieve a safe, secure social drinking environment in all licensed premises throughout the UK, helping to reduce drink-related crime. They are run by licensees and provide an excellent forum in which they can exchange information and promote good practice and working relationships with local enforcement agencies.

Diageo UK

● **Sponsorship of ServeWise (SIPS)" · ongoing**

Training which aims to promote professional and responsible standards for licensees and servers throughout the licensed trade in Scotland. There are now over 20 training centres up and running across the country, and discussions have been held with "City and Guilds" in Scotland with a view to them possibly providing a level of accreditation for the training course.

More details at www.learnirectscotland.com. In partnership with Alcohol Focus Scotland, the Scottish Licensed Trade Association and Harper MacLeod Solicitors, this programme is supported by the Scottish Executive.

Scottish & Newcastle plc

● **"Training of Pub Staff" · continuous**

Training to deal with the misuse of alcohol and its effects.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO's



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AIM-Alcohol in Moderation

★ **"The Wise Drinkers Guide" · 2005 - ongoing**

A 24-page guide for trade executives taking Wine and Spirit Education Trust exams, addressing sensible drinking, the law and pertinent alcohol and health issues. It is sent out, internationally, to 18,000 participating students every year.

BII-The Professional Body for the Licensed Retail Sector

★ **"Responsible Alcohol Retailing Campaign" · 2005** ⑦

A campaign to raise the profile of the licensed retail sector and its work in responsible alcohol retailing.

★ **"Information About Responsible Consumption" · 2005 - ongoing**

Included in relevant BIIAB qualification handbooks including the BIIAB (BII's wholly owned body for making awards) Level 2 National Certificate for Personal Licence Holders and the BIIAB Award in Responsible Alcohol Retailing.

★ **"BIIAB Accredited Staff Induction Program" · 2005 - ongoing**

This recognises that the licensed retail industry carries out valuable training, which is of a high standard and worthy of national recognition. BIIAB has researched this area of training and has identified that many organisations would value BIIAB accreditation. There is also evidence that high-quality staff-induction training can have a major impact on staff retention. The program provides a low cost method for licensed retail companies to obtain accreditation for their existing induction training, which not only gives them competitive advantages, but also offers employees a genuine opportunity to obtain a nationally recognised BIIAB award. It will provide organisations with the opportunity to gain national recognition for the individual programs. BIIAB will consider Staff Induction Programs from established organisations from within the hospitality, retail and education sectors, to include training providers.



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★ **“Qualifications” · since 1982**

BIIAB develops qualifications, in partnership with the industry, regulators and other agencies. These underpin the high standards of social and legal responsibility which are expected from the regulators of licensed premises. Qualifications include ‘BIIAB National Certificate for Personal Licence Holders’, ‘Award in Responsible Alcohol Retailing’ and ‘Level 2 National Certificate for Door Supervisors’. These include relevant knowledge of the licensing law and social responsibilities associated with selling alcohol and managing conflict.

★ **“Code of Professional Conduct” · since 1981**

All BII members sign up to a Code of Professional Conduct when they become BII members. Amongst other things, the Code affirms their commitment to responsible alcohol retailing and the professional development of their staff.

USA



Anheuser-Busch Companies, Inc.

● **“Great Service Guide” · 1995 - ongoing** 8

A guide which provides tips for bartenders and staff on preventing underage drinking, excessive drinking and drunk driving.

Coors Brewing Company

● **“Support for the BARS (Being an Alcohol Responsible Server) Program” · 1996 - ongoing** 9

A “secret shopper” program that helps keep servers and sellers vigilant about checking I.D.s. Participating establishments pay the BARS program to be monitored by BARS checkers (usually ages 21 to 25), who make random visits to their stores and purchase alcohol beverages. At the point-of-sale, the server is issued either with a green card for a positive check or with a red card for a negative check. The red card reminds the employee to check I.D.s; the green card congratulates and, where legal, rewards the server for checking the buyer’s I.D.

● **“We I.D. Legal Drinking Age Calendars” · 1995 - ongoing**

Developed because of a need for retailers, both on- and off-premise to have their employees readily identify whether the birthdates of those showing I.D.s prove that they are of legal drinking age or not.

Diageo USA

● **“Responsible Drinking Commercials” · 2006**

Guinness and Red Stripe ‘responsible drinking’ commercials launched in the USA.

● **“Responsible Retailing Forum” · 2003 - ongoing**

To develop new tools to assist the off-premise trade in avoiding underage sales. Partners include State Attorneys General, national retail chains, American Beverage Licensees, **Beer Institute**, spirits and wine organisations, State alcohol beverage control agencies and Brandeis University.

Heineken USA

● **“Operation Teen Proof (OTP)” · 2002 - ongoing**

Developed in partnership with then, District Attorney of Winchester County, New York (Jeanine Pirro), the program provides licence tampering detection devices to all retail outlets in the county who serve alcohol. Because of its success, OTP has been adopted by other local law enforcement agencies, as technologies allow, and has expanded to counties throughout New York and beyond. Local distributors have also joined the effort and are working to expand its reach.

SABMiller Subsidiary – Miller Brewing Company

● **“Respect 21 Responsible Retailing Program” · 2005 - ongoing** 10

Miller Brewing Company developed a pilot-study in partnership with Brandeis University and the Responsible Retailing Forum. The pilot-study is designed to assess the impact on retailing practices in a controlled environment. Participants are provided with tools such as the “Best Practices for Responsible Retailing: A Planning Tool”, resources from Miller Brewing Company to enhance their retailing practices and mystery shopper inspections. In addition, the program focuses attention on the social sources of alcohol for minors by re-enforcing the parents’ role in preventing underage drinking.

See the “We I.D. Program” page 36 and “Keys to Responsibility” page 51.

Training for Intervention Procedures (TIPS)

★ **“TIPS Training” · 1989 - ongoing** 11

A program designed to teach servers, sellers, and consumers of alcohol how to prevent intoxication, drunk driving, and underage drinking through a common sense approach to serving alcohol responsibly (in any setting). It is supported by **Anheuser-Busch, Coors Brewing Company, Heineken USA and Miller Brewing Company.**

★ **“TIPS Training for the University” · 1989 - ongoing**

Offers a specialized server training program designed for fraternities, sororities, and residence halls. The training program teaches techniques to students, dormitory advisors, and on- and off-

campus servers, for serving alcohol responsibly, intervening in a non-confrontational manner, and spotting fake I.D.s.

★ **"TIPS for Concessions" · 1989 - ongoing**

Offers a specialized server-training program designed for sports stadiums and arenas. The program encapsulates a highly effective approach to preparing "facility operations managers" to train alcohol servers and event-day employees to manage the sale, service, and consumption of alcohol at public gatherings.

Learn2Serve

★ **"Alcohol Seller and Server Certification" · 2004 - ongoing** ⑫

A program of courses created for hotel, restaurant, bar, convenience store, and grocery employees and managers. It is a leading provider of government-accredited, online-certification, training courses, and employer-learning management and reporting systems. Learn2Serve includes interactive and self-paced alcohol seller and server certification. Supported by **Anheuser-Busch, Coors Brewing Company, Heineken USA and Miller Brewing Company.**

Venezuela



Diageo Venezuela

● **"Bartender Program" · 2004 - ongoing**

Promotes the responsible consumption of alcohol through server-training programs. It was developed from a bartender program which had already been established in Brazil, Mexico and Thailand.

Europe



The Amsterdam Group (TAG) (EFRD since 2006)

★ **"Guidelines For Developing A Responsible Service Of Alcohol Training Programme At National Level" · Preparatory work 2005 - completed January 2006**

Draws on the expertise of national bodies, already involved in such training, throughout Europe. The guidelines are designed to assist companies, trade associations in the hospitality, tourism and retail industries, as well as local public authorities, to develop training programs and qualification schemes that support those serving/selling alcohol in running legally and socially responsible premises. The Guideline comprises: summary of the key principles and steps to develop a training scheme for the responsible sale of alcohol; text that gives more detail about each of the recommended steps; and examples of material (i.e. training books) already in use across Europe to help those in the process of developing the content of their own national training programs. Partners include EFFAT (European Trade Union for Tourism), Alcohol Focus Scotland and BII.

Online Alcohol Seller & Server Certification



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International



International Center for Alcohol Policies (ICAP)

★ **"Good Practice Guidebook on Responsible Hospitality"**

· **January 2006 - planned to be published December 2007**

A guide being developed by Alcohol Focus Scotland (AFS) will form the foundation of advice on good practice. It is intended for use as the basis for capacity-building and training programs for the hotel and tourism industries. It will address alcohol serving, training modules for all hotel staff, course curriculum for hotel and hospitality management schools, retailing (on- and off-license) of alcoholic beverages and a policy tool for the many facets of the hospitality industry. ICAP and the European Forum for Responsible Drinking (EFRD) will initiate the piloting of the Guidebook in 2007, with EFRD leading pilot-schemes in Europe. ICAP will take the lead in other regions. The piloting process will tailor the generic guide to local circumstances, by translation and preparation of the trainers. Based on feedback from the pilot-sessions, these multiple guides will be reviewed by ICAP, EFRD and AFS. Before the end of 2007, the final guides will be printed and disseminated. The guides will be available on the EFRD and ICAP websites. This is an initiative of ICAP with expertise from EFRD (Europe), AFS (Scotland), Horeca Branche Instituut (the Netherlands), Responsible Hospitality Institute (USA) and others.

See also research (page 78), publications (page 81) and conferences / workshops (page 87).

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO's

Workplace Initiatives

This section includes initiatives designed to help companies to educate their workforce about responsible consumption and identify and help employees with an alcohol problem. Most brewing companies have had policies on alcohol in the workplace for many years. The following information gives some examples of good practice, but should not be considered as comprehensive.

Belgium



InBev ①

- **"Worldwide Workplace Initiatives" - since 2000**

A range of policies on alcohol in the workplace directed at the company's employees in all its different operations around the world. For example, in Belgium, alcohol is banned at work; and a fund for employees provides support for treatment for problems related to alcohol. Belgium also operates a program for employees on careful driving. In Canada, the Labatt company operates a "Responsible Use Program" which includes a section for those who suffer from addiction to alcohol and provides transport for those who choose to drink at events held in the workplace. The employee policy operated by Borsodi Sörgyar (InBev's Hungarian operation) prohibits alcohol consumption before, or during, work and allows for random testing to enforce the policy.

Brazil



Ambev ②

- **"Gente Do Bem", ("People Who Care") - August 2006 - annual**

A campaign which includes an open day, for every AmBev unit in Brazil, to discuss responsible consumption of alcohol. These events aim to engage employees and local communities in social-responsibility issues. In the first year, about 45,000 people participated and watched the "How to talk to your children about the use of alcohol" video, developed by AmBev's "Center for Information on Health and Alcohol".

InBev

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Companhia de Bebidas das Américas

AmBev

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Bulgaria



Union of Brewers in Bulgaria (UBB) ③

- **"Rules for Breweries" - since 1997**

All brewing companies that are united by UBB forbid alcohol consumption in the workplace. Every beer producer has its own internal rules regulating this matter. Tasting is permitted only in laboratories.

Since February 2005, when the UBB Code for Responsible Commercial Communication (see page 64) was adopted, alcohol consumption in the workplace was officially prohibited.

Chili



Compañía Cervecerías Unidas S.A. (CCU)

- **"Responsible Alcohol Consumption Program" - since 2004**

In addition to external initiatives, CCU promotes this program internally for its employees through a special e-learning program, based on "Educating within the Family". From 2004 until 2006, all CCU employees have been tested on this program.

Dominican Republic



Cervecería Nacional Dominicana (CND) ④

- **"Speeches and Presentations in the Framework of Retail Convention"**

- **2005 - annual**

A convention hosted every year by the Dominican National Brewery for its sales team and executives. It reinforces the commitment of the company regarding non-sale to minors, responsible consumption, and drinking and driving.



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France



Entreprise & Prévention (E&P) ⑤

★ "Alcohol and the Workplace" · 2006 - for launch 2007

A partnership with an expert to create a practical toolkit for Human Resource Managers (advice on legislation; prevention tools, etc.).

Hungary



Borsod Brewery ⑥

● "Beer Academy" · 2004 - ongoing

Special training material, including the history of beer, beer styles, the brands of the company, a review of the market, responsible consumption and the process of serving beer. The participants are business partners, journalists and new colleagues.

Brau Union Hungária Sörgyárak Nyrt. ⑦

● "Special Study Programs" · ongoing

Coaching DVDs and special training for employees identified as "at risk". The program is aimed at helping them to manage the problems that occur in their everyday lives.

SABMiller Subsidiary – Dreher Breweries Ltd. ⑧

● "Alcohol Manifesto and Employee Alcohol Policy" · since 2006

A policy which is embedded into the daily operation of the company. It sets out the company's beliefs about alcohol, together with SABMiller's alcohol objectives and policy, including the SAB-Miller Code of Commercial Communication that promotes responsibility in commercial communication. The company accepts the need for a well-defined, credible and efficient self-regulatory system for the sake of sustainable growth.

Italy



Associazione Degli Industriali Della Birra E Del Malto (Assobirra) ⑨

● "Communication with Members" · since 1975

The National Food Labour contract prohibits alcohol consumption during working hours. This initiative of the Trade Unions and the Food Industry is communicated to members.

Heineken Italia ⑩

● "Nel Dubbio...Pensaci" ("In doubt...Think About It") · since 2005

A folder for sales employees with simple guidelines for responsible consumption, attitude towards, and/or dealings with customers.

● "Corso Guida Sicura", ("Alcohol Policy and Safe Driving") · 2005 and 2006

Courses on company alcohol policy and safe driving for all those employees (circa 300) who have a company car.

Japan



Asahi Breweries Ltd ⑪

● "The Asahi Breweries Group Basic Philosophy for the Promotion of Moderate and Responsible Drinking" · since 2004

Distributed in booklets and on pocket-cards to all Group employees.

KIRIN Brewery ⑫

● "Kirin Group Basic Policy for Alcohol-Related Problems" · since 2004

A policy for the prevention of problems relating to alcohol and for education about responsible drinking - see below:

Basic Policy

The Kirin Group contributes to the health, enjoyment, and comfort of people around the world through activities designed to educate people about responsible drinking and to prevent the various problems associated with inappropriate drinking.

Guiding Principles for Conduct

1. They acknowledge that moderate drinking of appropriate amounts of alcohol (responsible drinking) has benefits, and broadens the scope of human communication, and they will endeavour to expand people's understanding of the proper way to drink alcoholic beverages.
2. They acknowledge the intoxicating effect of alcoholic beverages and the dependency resulting from excessive drinking, and will continue educational activities to teach correct knowledge and prevent the various problems associated with inappropriate drinking, including:
 - Underage drinking;
 - Driving under the influence of alcohol; and
 - Binge-drinking.
3. In marketing activities, they will abide by the law, by the Kirin Group's own standards and by industry standards; and they will also work for education about appropriate drinking and the prevention of inappropriate drinking.
4. They will actively support community efforts aimed at preventing inappropriate drinking.
5. They have a Moderate Drinking Awareness Month during which the whole company is involved in staff training and self-development.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO's



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● **KIRIN Group “Compliance Guidelines” · since 2004**

Delivered to all employees, together with the code of conduct. One of the most important issues dealt with in the code is the issue of harmful consumption of alcohol, such as drinking and driving, excess drinking, etc..

● **“Hints on Drinking Alcoholic Beverages” · since 2001 - ongoing**

Study materials for employees. This material provides guidance regarding the rules for employees. As employees of a brewer, there are many “MUSTs” and “MUST-NOTs” to be observed.

Sapporo Breweries 13

● **“Breathalysers for Relevant Staff” · since 2006**

Breathalysers are given to employees who drive cars during/after working hours (such as the sales force, truck drivers, beer tasters, etc.), with instructions to test their breath to prevent drinking and driving. Truck drivers are required to pass the detection test to be authorised to make deliveries.

New Zealand

DB Breweries Ltd 14



● **“DB Breweries Ltd Staff Induction Program” · since 2001**

The induction program incorporates guidelines relating to drinking responsibly in the workplace and includes clear rules on the responsible use of the staff’s bar and the consequences of excessive drinking.

● **DB Breweries Ltd – “Heineken Education Programme” · since 1997**

A video to assist Heineken sales representatives on how to decline drinks whilst at work and when visiting customers.

Lion Nathan NZ Ltd 15

● **“The Smart Night-Out Program” · since 2007**

A program incorporated into Lion Nathan’s induction program for new staff which will also be run for current staff.

Russia



Ochakovo Moscow Brewery 16

● **“Staff Training Centre (Corporate University) Under the HR Division” since 2003**

Employee induction and training programs, extension courses, master-classes and seminars are compulsory for new members of staff and provide career development. Tuition is shared between the training centre and specialists from other institutions. The training center conducts the joint educational programs in conjunction with The Munich Brewing Academy, Doemens, Siemens, Festo, Mannesmann Demag Plastservice training centres, Consultancy group “CAT”, KRC Training Centre, Ivanova&Lebedeva, as well as with the main departments of the Moscow State University of Food Production.

Slovakia



SABMiller Subsidiary – Topvar Breweries 17

● **“Alcohol Manifesto” · since 2006**

The rules of conduct of the company as a responsible producer of alcoholic drinks are communicated to each employee as part of special training covering brewing, the company and the SABMiller Code of Commercial Communications. The Manifesto is also distributed to chosen external business partners.

South Africa



SABMiller Subsidiary – SAB Ltd 18

● **“Picture-Based Interactive Tool” · since 2006**

Developed for employees to ensure awareness of provisions and requirements of the employee alcohol policy. The pictures are accompanied by multiple-choice questions that test the users comprehension of the material.

Sweden



Carlsberg Sweden 19

● **“Alcohol Lock System” · since 2006**

Introduced into all the company’s trucks.



20



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The Netherlands



Heineken N.V. 20

● "Cool@Work" · since 2000

A global program designed to teach employees how to deal with alcohol and work issues. It will be integrated into the curriculum for commercial and production training and will be part of new employees' inductions. As part of the Cool@Work program, a videotraining and roleplay tool was developed for employees such as sales representatives. This training tool, called "Living the Alcohol Policy", offers practical training on how to live by Heineken's policy on alcohol, and how to communicate it, both internally and externally. It explains the policy, shows practical examples and gives tips for handling difficult situations.

United Kingdom



Coors Brewers Ltd 21

● "Coors Alcohol Policy" · since 2003

Sets clear boundaries on the misuse of alcohol for employees of the company. It expects all employees to be responsible, but recognises that the misuse of alcohol can be a medical problem. The way in which problems are dealt with, once identified, is clearly laid down and includes the provision of medical support. This policy adheres to the "Global Coors Policy" which came into effect in 2005. It is applicable to all Coors' companies' employees.

Diageo 22

● "Employee Alcohol Policy" · since 1997

Guidelines for employees, worldwide. It includes information about Diageo's policy on alcohol, and what is expected of its employees. They are made aware that, if they let the company down, disciplinary action will be taken, and that if they have a problem with their health, they are recommended to seek medical advice. The policy also contains facts about alcohol and the human body and about how alcohol affects driving.

Scottish & Newcastle plc 23

● "Employee Alcohol Policy" · since 1976

The company was one of the first brewers to introduce a policy on alcohol for employees, setting out guidelines for both employees and managers on how to help employees who have a problem with alcohol.

USA



SABMiller Subsidiary – Miller Brewing 24

● "Employee Alcohol Policy" · since 2004

Designed to establish uniform standards for the responsible consumption of alcohol during events at work, while at company facilities and outside the workplace that uphold the company's reputation, provide a safe workplace for employees and comply with applicable laws.

● "Outside the Company, You Are the Company" · since 2005

An internal campaign which promotes responsibility towards alcohol among employees, such as: never providing alcohol to anyone under the age of 21; using or being a designated-driver; and sharing educational guides with fellow parents, family and friends.

Heineken USA 25

● "Living the Alcohol Policy" · since 2005

A 45-minute program adapted from its corporate "Living the Alcohol Policy" education initiative. The program was created to advise sales personnel on how to address alcohol in the workplace, whether at events and/or during sales calls to licensees. The interactive program offers candid advice for addressing common but tough issues faced by those working in the alcohol industry. The program format is concise and easily accessible to Heineken USA employees, all of whom are required to complete the course and pass a related test.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO's

Codes of Practice for Responsible Commercial Communications

This section includes details of voluntary self-regulatory codes and compliance mechanisms relating to different forms of commercial communications for either beer specifically, or for all alcoholic drinks. These include schemes, run by brewers or brewers' trade associations, to complement or reinforce national schemes where applicable and to give details of the self-regulatory mechanisms. They include compliance systems, pre-clearance, and promotions of consumer awareness. The section includes Codes for all forms of advertising and marketing including naming, packaging and promotion. In addition to the Codes themselves, material designed to give guidance on setting up a code and compliance with codes is also included together with examples of global policies designed to ensure that international companies reach the same high standard wherever the company operates, while still respecting different cultures. These are listed under the heading for the country in which the parent company is situated.

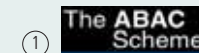
Argentina



Cervecería y Maltería Quilmes

- "The Quilmes Code" · since 2003

A code what strictly regulates the general principles, standard communication guidelines and the conduct of marketing actions. It provides procedures for using: the various communication and promotion tools of the company's beer brands; institutional communication; advertising; sponsorship activities; events; and promotions for consumers and for the sales and merchandising chain. The Company endeavors to direct all its messages and campaigns at those who are of legal drinking age, reinforcing responsible consumption of alcohol products. Moreover, the Company encourages adherence to responsible communication policies by all persons – including employees, suppliers, distributors, retailers and institutions - involved in the marketing and promotion of its beer brands, consistent with its strong commitment to ensuring compliance with legislation on the sale and consumption of alcohol. Some of the principles endorsed by the



Quilmes Code are: do not show situations portraying excessive or irresponsible consumption of beer; do not advertise in programs whose main target audience are people under 18 years-old; always use advertising models who not only look, but also are, older than 23 years; and never use any language or symbols or images that would mainly appeal to children or teenagers.

Australia



Australian Associated Brewers Inc.

- "The Alcohol Beverages Advertising Code (ABAC) Scheme"

- July 1998 - revised 2005 ^①

A co-regulatory scheme for alcohol advertising in which Australia's brewers participate with other associations in the industry and governments. The ABAC sets standards for advertising. All beer advertisements are pre-vetted to ensure compliance with the Code. The 2005 Annual Report of The ABAC Scheme is available on-line at www.aab.org.au.

Belgium



Arnoldus Group

- ★ "Covenant on Practice and Advertising for Alcoholic Beverages"

- 1992 - revised and expanded 2005

The auto-disciplinary rules for publicising beer which were adopted by the Belgian brewers became applicable to other alcoholic beverages in 2005. On May 12th 2005, the **Federation of Belgian Brewers**, the Belgian Wine and Spirits Confederation, the Federation of the wholesalers (Fedis) and all Hotel and Catering Federations signed the "Covenant on practice and advertising for alcoholic beverages", together with the Minister of Health, Rudy Demotte, the Advertising Ethics Committee and the consumer organisations, Crioc and Test Achats. The Covenant came into force on May 20th 2005, replacing the former auto-disciplinary code of conduct of the **Arnoldus Group** - "Code of practice and advertising – beer". The Covenant demonstrates that all professional organisations representing the interests of the beer, and the other alcoholic-drink sectors, have accepted their social responsibilities. Together with the authorities, an efficient self-regulation system has been adopted. This applies to all producers. It includes sanctions and efficiently protects all consumers, especially young ones. The form and scope of this covenant are unique and more effective than a classic framework of laws. Information can be found on www.arnoldus.be.

InBev

- **"Global Commercial Communications Code" · 2003 - revised 2006**

A code which establishes a minimum standard which all InBev commercial communications worldwide need to respect. The company organises regular training programs in different markets, and awareness and respect of the Code are checked as part of the company's internal audit program.

Bulgaria



Union of Brewers in Bulgaria (UBB)

- **"Code for Responsible Commercial Communications and Ethical Standards" · since 2005**

A code adopted and publicly undersigned by the brewing companies in Bulgaria which are united by the UBB. The UBB established this system of self-regulation in response to the publication of the "Guidelines on Responsible Commercial Communication" by **The Brewers of Europe**, see page 72. UBB members stand united on the following key elements in the system of responsible commercial communications:

- Establishment of the Code for Responsible Commercial Communications and Ethical Standards;
- Implementation of a means of ensuring compliance with commercial communications with the standards set forth in the Code; and
- Establishment of a communications strategy.

These guidelines for responsible advertising, sponsorship and promotions of beer brands guarantee the dedication of Bulgarian brewers to applying self-regulatory rules and mechanisms effectively. By endorsing the Code, the brewers acknowledge that they can contribute effectively to the education of a culture of moderate beer consumption. In order to put the Code into effect, and to ensure compliance with the standards set forth in the Code, the members of the UBB established a "Self-Regulatory Council of Beer Producers", where all brewing companies have representatives - see www.pivovari.com.

Canada



Brewers Association of Canada

- **Support for "Pre-clearance of Advertising" · since 1997**

The industry pays for a review of advertising by Advertising Standards Canada, an independent organisation, under codes developed by the national Canadian Radio-Television and Telecommunications Commission, as well as some of the larger provinces.

- **"National Responsible Marketing Code for Higher Alcohol Beer" · since 1993**

A code which prohibits advertising of strong beer (>6.5% abv) prior to 10:00 pm. Advertisements must be limited to programs whose appeal is to those over 24 years of age.

Labatt Breweries of Canada

- **"Labatt Policy Towards Advertising and Compliance" · since 2001**

Guidelines for advertising agencies setting out the rules which advertisements for alcoholic drinks must follow.

Chile



Compañía Cervecerías Unidas S.A.

- **"Alcohol Policy" · since 2005**

A document which aligns the position of the Company regarding alcohol consumption. It also promotes the idea of responsible alcohol consumption being accepted socially in order to assure the sustainability of the company.

- **"Code on Responsible Communications" · since 2005**

A document that regulates all the company's commercial communications in line with "Responsible Alcohol Consumption guidelines".

Costa Rica



Cerveceria Costa Rica

- **"The Advertising Code of the Costa Rica Brewing Industry" · since 2005**

A code based on three principles: alcohol is for adults only; it serves the purpose of socialising and accompanying meals, not of getting drunk; and it is incompatible with driving or other such activities.

Czech Republic



Czech Beer and Malt Association (CBMA)

- **"Code of Responsible Brewers" · since 2003**

Formerly the "Ethical Code and Self-Regulation in Commercial Communication", this Code includes the position of the CBMA, concerning: beer and health; drink-driving; juvenile drinking (underage drinking); beer sales regulations; beer at work; beer and sport; and beer and pregnancy. The CBMA regularly organises training which is focused on self-regulation and the Ethical Code.

The CBMA is in charge of monitoring the commercial activities of its members and helping to resolve those activities that might be in dispute. In **2005**, at least five advertising projects were changed or stopped because of conflict with the Ethical Code. The Code was renamed in 2005 and was adopted by all Czech Brewers at a meeting of their General Assembly.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO's

Denmark



Bryggeriforeningen

- “Common Standards for Commercial Communication for Alcoholic Beverages” · since 2000

Rules produced in association with the National Consumer Agency and Danish Distillers. A committee for the enforcement of these rules has been established in cooperation with, amongst others, the National Consumer Agency.

Carlsberg

- “Carlsberg Code of Marketing Practice, You Make a Difference” · since 2002

A guide to the “rights” and “wrongs” of developing marketing communications for the company’s brands of beer and alcohol wherever they are being marketed. The Code was revised and expanded in 2006 following an audit which showed good compliance with the rules, but which found that additional explanation about the rules would be helpful.

Dominican Republic



Asociación Dominicana de Fabricantes de Cerveza (ADOFACE)

- “Code of Advertising Self-Regulation” · since 1999

A code subscribed to by ADOFACE, that regulates their practices of marketing and publicity. The basic principles of the Code are bound to responsible consumption, the protection of minors, the fulfilment of the law and advertising ethics.

In 2006, this Code was the subject of a modification that extended its content, and established a procedure for compliance with sanctions, and an appeal process.

Germany



Deutscher Brauer-Bund e.V

- “Guidelines for Responsible Commercial Communication” · since 2001 ②

A voluntary code for the advertising of alcoholic beverages which was signed up to by all the producers and importers of alcoholic beverages in Germany. It was published by the Deutscher Werberat (German Advertising Authority), of which the German Brewers Association is a member. This Code was updated at the start of 2005, taking account of the new media, etc. It will be updated again in 2007/2008.



②

Hungary



Association of Hungarian Brewers

- “Code of Commercial Communication” · since May 2006

A code which sets out the Association Members common position in relation to commercial communication, and marks their corporate and social responsibility in the sector.

Borsod Brewery

- “Respect for the InBev Code of Commercial Communications” · since 2006

To help combat the misuse of alcohol, the brewery ensures that its communications and marketing do not contribute to the misuse of the company’s products and that they are not directed at people who are underage - see www.borsodisorgyar.hu.

Ireland



Mature Enjoyment of Alcohol in Society Ltd (MEAS)

- ★ “MEAS Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks” · since 2004

A Code of Practice to ensure that alcohol is sold only to persons over 18 years of age, and that alcohol is promoted and sold in a socially responsible way. It was developed by MEAS in consultation with the drinks industry and other relevant bodies. The Code is overseen by a five-person Independent Complaints Panel representing key stakeholders. Decisions of the Complaints Panel are publicised by way of press statements as well as being published on the MEAS website, www.meas.ie. All subscribing organisations have agreed to comply with the decisions made to date by the Independent Complaints Panel.

★ **“Guidelines on Point-of-sale Promotions and Materials and Serving of Multiple Drinks” · since 2004**

Guidelines designed to supplement the MEAS Code of Practice, providing pointers on the responsible and effective management of promotions in both the on- and off-trade, as well as on multiple servings of products. In addition, a free confidential Advisory Service is provided by MEAS to help industry marketing personnel check whether new promotions comply with the MEAS Code or not. Throughout 2005, the Advisory Service Executive made presentations to marketing personnel in the industry to inform them of the MEAS Code of Practice and the supporting Guidance Notes. These meetings have been well received by the industry and have resulted in a steady increase in the number of queries to the Advisory Service to ensure that new, and existing, alcoholic-drinks promotions comply with the MEAS Code of Practice.

Italy



Associazione Degli Industriali Della Birra E Del Malto (Assobirra)

● **“Support for the Self-Regulation Code” · revised 2001**

The beer industry in Italy, through its national association, adopted the self-regulation code (a revision of the one existing from the 1960s) together with the wine, spirits and cider industries, representatives of advertising agencies and television and radio broadcasting. The 2001 revisions to the section on alcohol take into account the new Italian law on alcohol and problems related to alcohol. It also, in part, acknowledges the “Council Recommendation on the Drinking of Alcohol by Children and Adolescents”, dated June 5th, 2001, with particular attention being paid to the implications of the consumption of alcohol on social, physical, psychological and sexual success.

SABMiller Subsidiary – Birra Peroni S.p.A

● **“Information and Education for Employees” · 2005 - ongoing** ③

Communication about the Commercial Communication Code of the Company to employees and selected external groups.

Heineken Italia

● **“Heineken’s Alcohol Policy Statement (HAPS)” · since 1996**

A policy which sets the standard and parameters for judgement on alcohol. It lists 7 ruling principles, promoting responsible consumption of alcohol amongst all consumers of beer, within and without the brewing industry.

The following principles are to form the basis of local policies of all affiliated companies worldwide:

1. Responsible consumption of beer can be consistent with the maintenance of a balanced and positive lifestyle;

2. The informed individual is deemed responsible for his/her own behaviour;
3. The company is committed to raising awareness regarding responsible consumption;
4. It demands responsible behaviour of all employees worldwide;
5. It will ensure its commercial activities meet legal requirements and do not encourage irresponsible consumption;
6. It wants to help prevent misuse and misuse through dialogue and action; and
7. It will report on its actions related to the Heineken Alcohol Policy and the **“Rules on Responsible Commercial Communication”** (see page 70) that apply to all of the company’s brands and must be strictly adhered to.

Japan



Asahi Breweries Ltd

● **“Corporate Standards for Commercial Communications” · since 1999**

Corporate standards regarding the use of radio, television, and media for commercials have been produced. They apply to all affiliated companies. This is in order to comply with advertising standards, to encourage more sensible drinking styles and to prevent underage drinking. An “Advertising Expression Checklist” is included in the website.

● **“Public Expression Committee” · established 1995**

A committee to review appropriate product labelling and advertisement content from various perspectives including that of alcohol-related problems.

KIRIN Brewery

● **“KIRIN’s Code of Practice for Responsible Marketing Communications” · since 1990**

Its attitude to Corporate Social Responsibility (CSR) means that the brewery sets much stricter voluntary codes for advertising and sales activities than the industry’s codes. In addition to the code of practice itself, a guidebook of codes and e-learning materials are provided for employees and advertising agencies.

● **KIRIN’s Ethics Committee for Responsible Marketing Communications” · since 1990**

The company has an “Ethics Committee” to ensure that marketing communications comply with their code of practice. All commercial communications, such as sales materials and sales campaigns must be pre-vetted through this committee. To ensure neutrality, the chairperson of this committee is not the General Manager of the Marketing Division, but comes from the CSR management group. Internal auditors regularly audit this committee’s activities.

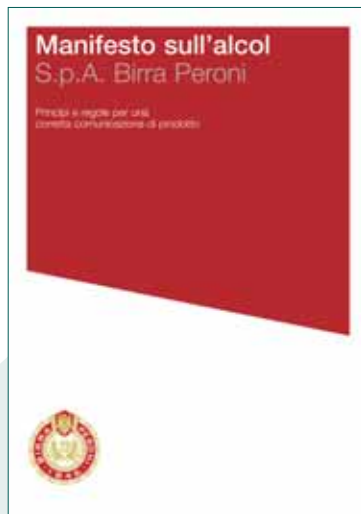
Sapporo Breweries

● **“Principals and Guidelines on Appropriate Alcohol Drinking” · since 2006**

Enacted following the corporate constitution of the breweries’ parent company.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO’s



③



④

- **"Code of Advertising" · since 1990**

A comprehensive code for advertisements. The Code is reviewed regularly and was recently strengthened to include pre-vetting / approval for every advertisement.

Suntory

- **"Code of Responsible Commercial Communications" · since 1976**

The first Japanese brewing company to establish a code of responsible commercial communications. This has been in continuous use, with regular revision, since 1976.

Lithuania

Lithuanian Breweries Association

- **"Code of Honour of the Lithuanian Breweries" · since 2004**

Prepared and signed by the seven largest breweries of Lithuania, on the 7th of December 2004. It sets out the rules for Lithuanian beer producers and sellers governing the areas of advertising, promotion and fair competition.

Mexico

Cámara Nacional de la Industria de la Cerveza y de la Malta (CANISERM)

- **"Auto Regulation" (Self-Regulation) · since 2005**

An agreement regarding the content of advertising material. An association formed between the health secretariat and the industry, with the health secretary acting as the "witness of honour".

New Zealand

Beer Wine & Spirits Council (BWSCNZ)

- **"Liquor Advertising Pre-Vetting System" (LAPS) · since 1994**

This is run in cooperation with all alcohol producers, retailers, advertising agencies and the media to ensure that advertising conforms to the Advertising Code. Since 1994, when this system started, there have been significantly fewer complaints about the advertising of alcoholic beverages in New Zealand.

- **"Code for Advertising Liquor" · since 1990**

A code which states that advertisements for alcoholic beverages must not encourage excessive consumption, imply social or sexual success, depict underage drinking or show excessive changes of mood. Humour may be used, but a moderate and responsible attitude to alcoholic beverages must be portrayed. This Code is run in cooperation with the Advertising Standards Authority of New Zealand, the Association of New Zealand Advertisers, the Advertising Agencies Association and the Alcohol Advisory Council of New Zealand.

Poland

The Union of Brewing Industry Employers in Poland Polish Brewers

- **"Polish Brewers Advertising Code" · since June 2005**

An agreement to establish a procedure of self-regulation of advertising, between members of the Brewers Association of Poland and all other brewers subscribing to the Code. The aim is to inform consumers, to respect their social interests, to encourage responsible consumption of beer and to encourage trends geared towards the consumption of beverages of lower alcoholic content. Under the Code, commercials may not contain reference to sexual attractiveness, physical aptitude, relaxation and recreation, science, work, health or success in life, and may not be directed towards minors.

Portugal

APCV-Portuguese Brewers Association

- **"Code of Portuguese Brewers on All Commercial Communications" · since October 2006** ④

Signed by all Portuguese brewers. The Code has major improvements over the previous code since it covers 100% of Portuguese breweries, and a compliance mechanism was introduced through third-party involvement - ICAP (the competent national SRO).

- **"Code of Self-Regulation of All Commercial Communications for Alcoholic Beverages" · since 10th July 2001**

A code which was signed by the major brewers of Portugal and their national association, APCV, and is currently being updated.

Romania



Brewers of Romania

- **“Commercial Communication Code” · since March 2005**

A code applied by all those involved in the marketing of the beer brands of the members of the Association, including agencies involved with advertising, design, PR, sales promotions, events and media buying.

Russia



The Union of Russian Brewers

- **“The Code of Honour of the Union of Russian Brewers” · established 2003** ^⑤

A self-regulatory mechanism. This is a unique document for Russia. It obliged the brewers to abide by principals of fair competition and to respect beer consumers. The brewers also promised to strive for constant improvement in the quality of their products. A civilized market dictates that sound, ethical business rules should be adhered to and, to this end, presumes that a self-regulatory system should be developed. These are the two main directions of the Union’s activities. Both the first and second Social Reports produced by the brewing companies have certified that. The members of the Union are striving for harmony in governing relationships between their industry and Russian society.

The Code represents an agreement on rules of professional conduct and sets standards of business ethics in the brewing industry. These exceed the requirements of the laws of the Russian Federation. Union members believe that questions of communication between producers and consumers should be regulated by cooperation from within the professional brewing community. Consequently, the Code of Honour assumes that the brewing industry will voluntarily constitute and adopt Rules, and will control their execution. An Ethics Committee and a Disciplinary Committee were founded within the Union. Members of the public sit on the Ethics Committee, but not on the Disciplinary Committee. Together, they have worked out appropriate recommendations. Decisions of the Ethics Committee are forwarded to the Disciplinary Committee, which may take the most severe disciplinary measures [including expulsion from the Union].

Amendments to the Code [establishing the more severe measures] were accepted during the fifth All-Russia Conference of Beer and Non-Alcoholic Drink Producers.

In **2004**, the Union of Russian Brewers and the Association of Communication Agencies of Russia signed a joint partnership agreement on social understanding. This was the first time that the representatives of two industries had agreed on self-regulation in the area of beer advertising.

The Code of Honour regulates the following areas of professional brewing activity and of the production of beer:

Manufacturing and Quality of Production

The brewers have pledged to produce and supply high quality beer to satisfy the demands of the State and its sanitary standards, based on the assumption that the consumer should have a safe, high quality product.

Consumer Relations

The brewers have pledged never to mislead consumers on health issues, nor to infringe their basic rights.

Beer contains alcohol, and excessive consumption may result in health problems. It is excessive consumption that causes problems, not the product itself. The general principle of moderate consumption is, therefore, based on informing the individual of the consequences of excessive consumption of beer.

Advertising and Distribution in the Market

The brewers guarantee that advertisements will not be directed towards those younger than eighteen years old. They will not imply any direct relationship between consumption of beer and social status. They will not imply any direct relationship between beer consumption and physical or mental ability.

“Excessive beer consumption may damage your health” is the formal slogan used by the brewers to warn beer consumers.

Sponsorship and Welfare

The brewers want to contribute to the increasing prosperity of the country. They want to collaborate in the social development of the Regions through proper and full taxation, as well as by encouraging the revival of traditional Russian welfare.

As sponsors, they acknowledge their responsibility to society.

Corporate Activity and Relationships with Competitors

The brewers are aiming to increase the prestige of the brewing industry and are aiming to establish fair competition between competing brewers who have agreed to apply considered ethical regulation in their competitive activities. This is notwithstanding any lesser obligations in current competition law. The brewers have undertaken to follow the norms of a well-founded ethical society, and thereby accept that this may enforce on them a higher level of requirement than that which may be required by the current Russian Federation’s legislation.

74 brewing companies that work in the Russian market have accepted the rules of this Code of Honour.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO’s



⑤



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Heineken Russia

- **"E-learning Tool on Responsible Commercial Communication"**

· since October 2006 ⑥ ⑦

The company implemented the corporate e-learning tool - see page 70.

- **"The Commercial Communication Code for Heineken Russia"** · December 2005

Adoption of The Heineken International Commercial Communication Code (see page 70), ensuring that the company meets the Group's high standards of ethics and corporate responsibility. Serious and structured self-regulation is seen as a vital tool to protect the company's reputation, as well as safeguard the freedom of communication of the industry as a whole.

Slovakia

Slovak Beer and Malt Association



- **"Ethical Code, Code on Commercial Communication"** · since 2005

All Slovak breweries are signatories to this Code of practice, whose goal is to manage self-regulation in the marketing of alcoholic beverages. The initiative required all brewers to promise to act responsibly as producers, to follow the self-regulatory code in advertising and to respect its principals. An Ethics Compliance Committee has been set up to ensure compliance with the Code and provide training on the implementation of the Code.

South Africa

Industry Association for Responsible Alcohol Use (ARA)



- ★ **"ARA Code of Commercial Communications and Conduct"** · since 2004

Includes the Advertising, Packaging, Promotions and Media Rules, the Complaints Handling Procedure, the Compliance and Monitoring Procedures and the required practices for the supply,

sale and consumption of alcohol beverages. It has been revised a number of times most recently in 2005 and now incorporates previous individual codes including the ARA Marketing Code, the ARA Advertising Code, the ARA Promotions Code, the ARA Packaging Rules and the ARA Media Rules.

- ★ **"Advertisement Complaints Line"** · 2007 - ongoing ⑧

A well-advertised telephone number to report advertisements which are considered to be in Breach of the ARA Commercial Communications Code.

South Korea

Oriental Brewery (InBev Korea)



- **"Global Code on Commercial Communications"** · since 2005

A code which applies to commercial and advertising activities of the brewery.

Spain

Cerveceros de España



- **"Self-Regulation Advertising Code"** · since 1995 ⑨

A code which features four main subjects: misuse, minors, driving and working. It is updated annually in co-operation with the Consumers and Users Spanish Confederation (CECU). The latest Code includes some further restrictions, especially to protect minors, such as strict advertising limitations for non-alcoholic beer, prohibition of outdoor advertising in the entrance or exit of schools, the prohibition of advertising and sponsorship of motor events and media, etc.

The last modification to the Code was made in 2004: article nº8 (Control System) related to the Steering Committee. Its functions are: receipt of complaints, study and decision taking and communicating the decision to all parties. Since 2004, all complaints have been annually compiled

and published in a document - "Follow-up report of the self-regulation advertising code" ("Informe de seguimiento del Código de Autorregulación Publicitaria de Cerveceros de España"). In 2007, the Code will include new commitments.

Sweden



Sveriges Bryggerier (Brewers of Sweden)

- **"Self-Regulation System" · since February 2006**

Includes a "Recommendation on advertising for alcoholic beverages and low-alcohol beverages" (jointly adopted by the Association of Swedish Advertisers, Brewers of Sweden and Swedish Spirits and Wine Suppliers) and is monitored by an independent "Scrutineer". Companies who disagree with a decision can appeal to the "Council on Market Ethics" which has final authority. The system also includes a half-day seminar on the "Recommendation on advertising for alcoholic beverages and low-alcohol beverages" and the Swedish Alcohol Act regarding marketing of alcoholic beverages, labelling of beer and sponsorship. Participants include brewing company staff, (i.e. marketing, sales, sponsorship and communication departments) as well as the collaborating advertising agencies. For details consult www.sverigesbryggerier.se.

- **"Compliance Mechanism" · since July 2006**

The "Scrutineer" of the Brewers of Sweden operates a compliance mechanism which includes a fine (up to 500,000 SKR if a commercial communication is in breach of the "Recommendation on advertising"). If the company disagrees with the decisions of the "Scrutineer", appeal to the "Council on Market Ethics" is possible.

The Netherlands



Heineken N.V.

- **"Rules for Responsible Commercial Communication" · since late 1960's**

Rules and guidelines covering all the company's brands that are marketed worldwide. It first set rules and guidelines for responsible commercial communication almost forty years ago. Company policy has emphasised that advertisements should not encourage the misuse of alcohol, and should only target those above the legal drinking age. An internal manual containing the rules was produced in **2004**. In the past two years, understanding of, and compliance with, the rules has been strengthened through presentations to management teams, and through workshops for marketing and sales departments. At the end of **2005**, around 80% of their operating companies had trained their marketing and sales management.

- **"E-learning Tool on Responsible Commercial Communication" · available since 2004**

An interactive tool to train and test those people who are part of, or related to, the commercial area on their knowledge and understanding of their rules.

STIVA - Dutch Foundation for the Responsible Use of Alcohol

- ★ **"The Advertising Code for Alcoholic Beverages"**

1982 - reviewed 1990, 2005 and 2006

A self-regulatory code for advertisers of alcoholic drinks in the Netherlands. In **1990**, a compliance mechanism was added. Non-compliance is controlled by the independent Reclame Code Commissie (Advertising Code Committee), which can withdraw campaigns, issue public notices on infringement and impose fines up to €45,000. Full information (in English) is available under the "Advertising Code" at www.stiva.nl. Since May **2005**, pre-vetting of radio and TV commercials is obligatory. In May **2006**, a new slogan for beer and wine commercials was introduced - see page 31.

United Kingdom



British Beer & Pub Association (BBPA)

- **"Social Responsibility Standards for the Production and Sale of Alcoholic Drinks in the UK" · November 2005**

The "Standards" bring together all the Codes and recommendations that apply to the production and sale of alcoholic drinks. They address responsible advertising, marketing and retailing of drinks throughout the chain of supply in both the on- and off-trade sectors. They were developed by the drinks industry in partnership with the Government to improve good practice in the advertising and sale of alcoholic drinks. Sixteen national bodies have signed up to the Standards, namely: Advertising Association, Association of Convenience Stores, Association of Licensed Multiple Retailers, Bar Entertainment and Dance Association, BBPA, British Hospitality Association, BII, British Retail Consortium, Federation of Licensed Victuallers Associations, Gin and Vodka Association, Guild of Master Victuallers, National Association of Cider Makers, Scotch Whisky Association, **Society of Independent Brewers, The Portman Group** and the Wine and Spirit Trade Association.

- **"Standards for the Management of Responsible Drinks Promotions, Including Happy Hours" · 2001 - updated 2005**

The Standards replaced the previous BBPA guidance in 2005. All BBPA's members are signatories to these standards, are committed to ensuring that irresponsible promotions (as identified by the document) are not run within their businesses and that their brands are not identified with such promotions.

The revised standards have been well received by industry and Government in the UK, and are also reflected in the "Social Responsibility Standards for the Production and Sale of Alcoholic Drinks in the UK" (above). They recognise that well-managed promotions are a legitimate way of maintaining and developing business, but at the same time identify those more high-risk promotions that could lead to alcohol misuse and anti-social behaviour.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO's

Diageo

- **"Code of Marketing Practice for Alcoholic Beverages" · since 2003**

A code which sets the minimum global standards of practice for all Diageo marketing activities around the world including advertising, promotions, brand innovation activities, consumer PR and the development and content of websites. It applies, in addition to industry codes and government regulations. This forms part of the company's approach to leading in responsible drinking, the key principals of which are: to set world-class standards for responsible marketing and innovation; to combat alcohol misuse, working with others on initiatives to reduce alcohol-related harm; and to seek to promote a shared understanding of what it means to drink responsibly.

- **"Digital Code of Practice" · updated 2007**

A code to provide guidance to the marketing teams. It reflects current industry voluntary and self-regulatory codes and applicable law and regulations, and sets the standard of practice for all Diageo digital marketing activities around the world. It provides detailed guidelines to ensure all digital advertising and marketing activity maximises the opportunities these new channels present and applies the Diageo Marketing Code principles across new areas of activity. It governs three key considerations across all digital channels - content, placement and permission marketing. The company is committed to creating world-leading campaigns in this new environment.

Scottish & Newcastle plc

- **"Responsible Marketing Code" · since 2005**

A code developed to ensure that all employees and agencies understand the importance of responsible marketing and the responsible use of their products.

The Portman Group (TPG)

- ★ **"The Portman Group Code of Practice on the Naming, Packaging, and Promotion of Alcoholic Drinks" · since 1996** ⑩

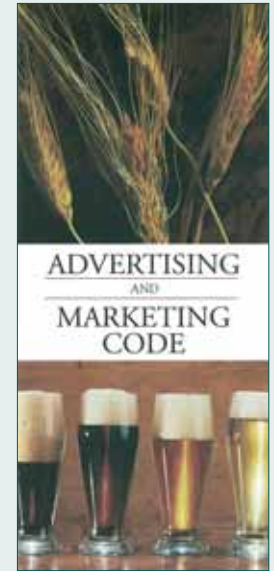
A self-regulatory code which seeks to ensure that alcoholic drinks are marketed responsibly only to adult audiences. An independent panel reviews complaints and a pre-launch advisory service helps companies to take steps to ensure that their products meet the requirements of the Code. Products found to be in breach of the Code are withdrawn or amended to comply with the Code. Retailer alerts ensure that non-compliant products are not stocked by retailers. Since the Code was first introduced, over 70 products have been withdrawn from the market. A review of the third edition of the Code started in late 2006 resulted in a fourth edition being issued in June 2007.



⑩



⑪



⑫

- ★ **"Annual Code Report" · 1996** ⑪

An annual report on complaints about products and marketing practices made under The Portman Group's Code of Practice. The Code Report 2006 featured eight complaints, two of which were upheld. The report noted that over 200 requests for advice under the code were received from industry over the year – a record number. Further information on the code and complaints is available at www.portmangroup.org.uk.

USA



Beer Institute

- **"Beer Institute Code Compliance Review Board (CCRB)" · established 2006**

An independent panel to review the complaints about the content and placement of beer advertisements. The members of the CCRB are individuals who are: financially independent from the industry, have demonstrated integrity, are experienced in different aspects of advertising, and understand the complexities of alcohol policy issues. As in the past, once Beer Institute receives a complaint, it is automatically forwarded to the member brewer in question. From January 2006, companies responding to complaints must inform consumers that they have the ability to seek additional review from the CCRB if they are not satisfied with the company's response. The CCRB judgments are posted on the Institute's website, and an annual report of judgments is published.

- **"Beer Institute Advertising and Marketing Code" · since 1943** ⑫

Voluntary guidelines adopted by the brewing industry more than 60 years ago to help members to market beer responsibly. While those guidelines have evolved over time to reflect changes

in technology, advertising media, and societal concerns, the premise of the guidelines remains unchanged. Today, these voluntary guidelines are embodied in the Beer Institute Advertising and Marketing Code, and serve as the baseline for many Beer Institute members' self-regulatory efforts. The Code includes a provision allowing for independent review of advertising complaints. Some Beer Institute members choose to further supplement the Beer Institute Advertising and Marketing Code with additional, company-specific, protocols and policies.

Anheuser-Busch Companies, Inc.

- **"Advertising and Marketing Codes" - since 2001**

The company is committed to the voluntary advertising and marketing guidelines as subscribed to by members of the Beer Institute. The company has its own **College Marketing Code** - see below. Additionally, it has an **International Advertising and Marketing Code** that covers its worldwide operations which is made available to all brewery employees, wholesale distributors, and outside agencies with responsibility for advertising and marketing beer.

- **"College Marketing Code" - since 1991**

A code which offers guidelines for beer-branded advertising and marketing in the college environment, helping to ensure that all marketing efforts on campus are in accordance with all applicable college regulations, as well as the Beer Institute's Advertising and Marketing Code. Copies of both codes are sent to the presidents of all colleges and universities to affirm the commitment to responsible marketing and advertising practices in the college environment

- see www.beeresponsible.com.

Heineken USA

- **"Independent Advertising Complaint Review Panel and Advisory Board" - 2004**

In 2004, the company created a three-member Independent Advertising Complaint Review Panel and Advisory Board to add an independent voice to the company's existing process in addressing public concerns that may arise over its printed or broadcasted advertising. Having access to a panel of experts from such professions as advertising, public policy and advocacy, provides one more avenue to fully address any arising concerns of consumers.

- Initiatives of Brewers and Brewers Trade Associations
- ★ Initiatives of organisations part funded by the brewing industry such as SAO's

Europe



The Brewers of Europe

- **"Responsible Commercial Communications: Guidelines for the Brewing Industry" - 2003**

The guidelines provide practical advice to help brewing companies and brewing trade-associations ensure that commercial communications for beer are effectively self-regulated. The Guidelines are not intended to replace existing national codes, but rather to provide a common basis for incorporation into codes and to fill gaps where necessary - see www.brewersofeurope.org. They were adopted unanimously by the Members of The Brewers of Europe and have also been used as a template for codes developed by non-members.

- **"Manual to Accompany the Guidelines for Commercial Communications for Beer" - published in 2004**

An internal tool, designed to facilitate understanding of the Guidelines, e.g. by giving examples of non-compliant advertisements, presenting effective tools and raising questions that should be raised before launching a communication. It was launched at the 2nd self-regulation workshop - see page 86.

Self-regulatory systems have continued to improve, as demonstrated by the 2nd Canadian Report and independent analyses of self-regulation in Europe - see page 80.

- **"Self-Regulation Road Map for Europe - 2007-2008"**

Adopted by The Brewers of Europe General Assembly, this roadmap sets out the actions planned until spring 2008. This will ensure that, by then, the European brewing sector will have established robust, transparent and accountable national self-regulatory systems across Europe.

International



International Center for Alcohol Policies (ICAP)

See also numerous publications (page 81) and conferences / workshops (page 87).

Further Corporate Social Responsibility Initiatives

This section includes those examples of brewing company policy and corporate social-responsibility (CSR) programs that either cover too wide a spectrum to be placed logically in one individual section above, cover issues not addressed in the other sections (such as respect for the environment), or are global policies whereby a company may reach the same high standards wherever it operates.

Brazil



Ambev

- **"Gente que Vende" ("People who Sell") · 2000 - annual**

An annual event in Brazil and all Latin American countries where the company operates. Approximately 80% of employees in Brazil, from all areas of the company, go out into the street to sell or serve the company's products directly to consumers. This event serves two functions: to promote responsible consumption directly to consumers and to allow employees to learn about the business by accompanying sales representatives and supervisors on sales calls. In 2006, employees throughout the organisation participated. This included the Latin American Zone-President, Luiz Fernando Edmond, who led by example, serving consumers at the Mercado Municipal in São Paulo, Brazil. All participating employees wore T-shirts with the responsible-consumption boomerang-logo on the back, encouraging consumers to go out and have fun while drinking responsibly and getting home safely afterwards. As 2006 was a World Cup year, Ronaldo, one of Brazil's leading soccer players, helped to publicise the campaign.

Costa Rica



Cerveceria Costa Rica

- **"CSR Programmes" · since 1992**

The company has an active CSR programme which has included the largest post-consumption can and bottle recycling program in Costa Rica. In **2001**, a partnership with small farmers to protect water sources was instigated, and, in **2005**, a beach cleaning and school painting project with volunteers, etc.

Czech Republic



Czech Beer and Malt Association (CBMA)

- **"Joint Responsible Brewers Initiative" · 2003 - ongoing**

Aims to coordinate and manage the efforts of the Czech producers and sellers of beer in supporting responsible consumption of beer and discouraging its misuse. It has been responsible for creating and revising the Code of Responsible Brewers and is working with the Advertising Council on a compliance system. It is supported by the five largest brewers in the Czech Republic and has four major precepts, namely that: Beer is a natural part of the Czech lifestyle, traditions and national pride; Beer producers are responsible for informing consumers in line with current legislation; Informed consumers are responsible for their own actions; and All the activities of the brewers that participate in the Initiative are in compliance with the responsible beer-drinking project.

Denmark



Carlsberg

- **"www.carlsberg.com"**

A website containing a specific section on alcohol-policy, and beer and society. Under "Company", "Society and Environment" there is a complete section on "Corporate Social Responsibility" where the company sets out a series of policies to which all subsidiary companies are expected to adhere. This includes a Code of Responsible Management Beer Awareness Statement. This acknowledges the fact that extreme and excessive consumption of beer may have adverse personal, social and health consequences. It includes a policy statement, recommendations, a commitment to fighting misuse, and the company's Code of Marketing Practice.

Hungary



SABMiller Subsidiary – Dreher Breweries

- **"Sponsorship of CSR Hungary 2006 Conference and Marketplace" · 2006**

As a sponsor of the CSR Conference, the brewer also played a role in making other companies realise the importance of being active in social responsibility projects and of acting as partners in providing support for domestic civil initiatives.

Italy



Heineken Italia

- **"Environmental Responsibility Schemes - (Aware of Water, Aware of Energy)"**

- since 2006

Strategic programs to reduce water and thermal energy when producing beer and to reduce waste production.

Japan



Asahi Breweries Ltd

- **"The Foundation for the Prevention of Underage Drinking"**

- established 2005 - ongoing

Provides funding to supervise and/or undertake social activities and research into the prevention of underage drinking. It awards a total of 10 million yen to groups, individuals and establishments, etc.. This was established by the company as part of its CSR (Corporate Social Responsibility) program to promote responsible drinking.

Malta



Farsons Brewery

- **"The Corporate Day" · March 2006 - annual**

Involves the participation of employees of the brewery who undertake a voluntary day of work in a children's home, or institute, with the aim of upgrading the establishment. The company pays for all the materials that are required to carry out the works. This is one way that the brewery's management and employees give back something to the community. This is conducted in cooperation with other large companies outside the beverage sector.

- **"The Farsons Foundation" · 1995 - ongoing**

An independent body within the Brewery with the aim of assisting philanthropic and cultural causes. The Board of the Foundation is given an annual budget to administer in a way in which it feels that the objectives of the foundation can best be achieved. At the moment, for example, a project is being undertaken to set up a national archive.

South Africa



SABMiller subsidiary - SAB Ltd

- **"The Responsible Way" · June 2004** ① ②

A manual which brings together, into one source, the applications of the **Alcohol Manifesto** with three expanded policy objectives, ten policy commitments and fourteen provisions of



①



②

the detailed **Code of Commercial Communication** in order to set a consistent worldwide standard that all group companies must meet or exceed. The Manifesto is designed to ensure a globally consistent approach to alcohol-related issues.

The Netherlands



Heineken N.V.

- **"www.heinekeninternational.com" · 2004**

A website that contains a section entitled "Corporate Responsibility". Here the company sets out its Worldwide Responsibility Management Programme that aims to ensure that all their operating companies achieve the same high standards. This includes programs on health (including a policy on alcohol for employees), safety, and environment, together with the corporate policy on alcohol. This states the company's commitment to fulfilling its obligations towards society with regard to the responsible use of beer, notwithstanding the fact that consumers have their own responsibility in terms of behaviour.

United Kingdom



Adnams Brewery

- **"Winner of the Carbon Trust Innovation Awards for environmental innovation"**

- 2007

Winning initiatives included creating one of the lightest beer bottles on the UK beer market and cutting carbon emissions, or 'footprint', by 415 tonnes per year, together with a new low carbon distribution centre built with lime and hemp, complete with a 'living' roof lined with plants which catch "most of the water needed on site" and help to regulate internal temperature.

Scottish & Newcastle plc

- **"Stopped Cider Promotions" · 2006**

Elimination of permanent extra free promotions on cider.

- **"www.scottish-newcastle.com" · since 2001**

Company website with details of corporate responsibility.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO's

Research in the Last Three Years

This section includes research undertaken, or funded, by brewers' Trade Associations or Social Aspects Organisations (SAOs), including market research, directories of information and funding for independent research into biomedical and psychosocial issues performed by research institutes. It does not include research undertaken to evaluate initiatives listed in this document, as results of such evaluation are listed after the initiative concerned.

Canada

Brewers Association of Canada

- "Social Norming Study" · 2004 - ongoing

A grant was provided to Student Life Education to carry out social norms research. This will provide the basis for future research education programming. The research was co-founded by the Beer Institute.

- "Funding for Independent Research" · started in 1982 - ongoing

The Brewers Association of Canada provides partial support for the Alcoholic Beverage Medical Research Foundation (AMBRF).

Chile

Compañía Cervecerías Unidas S.A.

- "Educating Within the Family" · 2000 - 2006

Special research to measure parental levels of understanding of the concept of responsible alcohol consumption. Its results show that activities such as "Educating Within the Family" (see page 19) help families to improve communications about this issue.

Czech Republic

Czech Beer and Malt Association (CBMA)

- "Research Funding" · 2005

A study, undertaken by the Faculty of Medicine's Institute of Biochemistry and Haematology in Plzen, which examined the influence of moderate beer consumption on cardiovascular disease.

Dominican Republic

Asociación Dominicana de Fabricantes de Cerveza (ADOFACE)

- "Participation in Studies" · 2001 - ongoing

ADOFACE has participated in several studies through the Latin American Association of Manufacturers of Beer (ALAFACE). For example, "Exploratory studies on the perceptions, state of opinion, tendencies and regulatory status on beer and other spirits" (2001), and more recently "The social responsibility of the regional and Dominican brewing industries". The studies show that society expects a proactive role from the brewing industry concerning, in particular, advertising self-regulation and promotion of responsible consumption (particularly among young people).

Cervecería Nacional Dominicana (CND)

- "Focus Group Research" · 2001 - ongoing

Research to understand how the initiatives of the Dominican National Brewery Campaigns of Responsible Consumption can be improved.

France

IREB – Institut de Recherches Scientifiques sur les Boissons

- ★ "IREB Observatory" · March 2006

To better understand the perceptions of the French people concerning the "alcohol issue".

- ★ "Research Funding" · 1971 - annual

Grants are allocated by a scientific committee to researchers working in laboratories with a team (30 teams in 2006). The researcher is independent with respect to his/her research but is asked to cite IREB's contribution when publishing.

Hungary

Association of Hungarian Brewers

- "Alcohol Consumption Habits of Young People" · 2006

Data-analysis, based on the data of Hungarian Youth Research, 2004 was undertaken to more fully understand and combat underage drinking. It provides information about the frequency of consumption of alcohol, socio-demographic factors, life-style and the state of health of Hungarian young people.

Ireland



Diageo Ireland

● "Support for Research on Hazardous Drinking Behaviour in Young Adults" · 2006

Support for a three-year study being undertaken at University College Dublin's Geary Institute. The independent scientific research will collect evidence on the motivations behind risky drinking patterns in 18-25 year-olds in Ireland. The findings will contribute to the public debate and help policymakers develop effective science-based interventions to reduce alcohol misuse. Early results indicate that four in ten students regularly binge-drink.

★ *Mature Enjoyment of Alcohol in Society Ltd (MEAS)*

★ "National Opinion Survey" · 2007

A survey conducted by Lansdowne Market Research found that the drinkaware.ie campaign achieved very high levels of penetration and awareness, as well as highlighting a growing awareness of the effects of excessive drinking. 91% of respondents agreed that getting drunk is embarrassing. 86% agreed that you should not drink to get drunk, and 77% felt the campaign will make people think twice about drinking excessively.

★ "Participation in the "Sustaining Progress Special Initiative" · 2005

A special initiative in the area of misuse of alcohol and drugs, undertaken by the Government and the Social Partners in Ireland under the Sustaining Progress Social Partnership Agreement. A Working Group on Alcohol Misuse was established in July 2005 with drinks industry representation from the Drinks Manufacturers of Ireland. The Working Group was requested to examine the three specific areas: "Underage Drinking"; "Harmful (binge) Drinking"; and "Drink-driving". The Working Group presented its report, in late 2005, entitled: "Working Together to Reduce the Harm Caused by Alcohol Problems". A major recommendation of the report concerns the need for local community responses and the need for multi-agency and multi-faceted approaches. The report concluded that "community action needs to be multi-agency and involve multiple actions combined and delivered through an integrated approach with real participation with all relevant stakeholders". The Social Partners included Government, Industry, Trade Unions, Community and Voluntary Sectors.

★ "Proof of Age - Research and Surveys" · 2005

This research highlighted that initiatives being undertaken to tackle underage drinking are being hampered by widespread use of borrowed and fake ID. It also indicated overwhelming support, by parents and teenagers, for a proper national age-card. The research was undertaken by the market research company, Behaviour & Attitudes Marketing.

It found that nearly half (44%) of 16-17 year old teenagers acknowledge that most of their peers use fake or borrowed ID cards to get into places where alcohol is available. The study also found that 97% of parents agreed with, or strongly supported, a proper national ID card system, while 87% of teenagers agreed generally or strongly that there should be a "proper national identity card scheme to control access to places selling alcohol".

★ "Underage Drinking is Rarely Black and White" · 2004

A unique study on underage drinking in Ireland undertaken with the support of The Amsterdam Group (now EFRD). The study was undertaken to gain a better understanding of the nature of the problem of underage drinking in Ireland, and to inform the content and direction of MEAS's work in seeking solutions to the issue. The study was undertaken by Behaviour & Attitudes Marketing.

The study found that parents of under-18s play a vital role in determining the attitude of their underage children to alcohol consumption, but underestimate their influence. The research found that many are allowed to drink by their parents, once they reach the age of 15 or 16 years. However, the research also makes it very clear that few parents know "what is the right thing to do" in relation to underage drinking, that they are reluctant to discuss the issue with other parents and are worried about being too dogmatic on the topic. The research is informing MEAS's current advertising campaign, entitled "Is Your Drinking Affecting Their Thinking?" - see page 22.

★ "Awareness of, and Attitudes Towards, the MEAS Christmas Designated-driver Campaigns" · 2003 - 2006

Research was carried out each year by Behaviour & Attitudes Marketing. The research findings indicate that in 2005, 32% of respondents used a designated non-alcohol-drinking driver to get home during the Christmas period (27% in 2004; 24% in 2003). The research has also indicated that 89% of respondents had heard of the idea of designating a driver when going out for the night (90.5% in 2004; 90.6% in 2003) and that 85% of respondents considered it "very important" to designate a non-drinking driver when going on a night out (75% in 2004; 73% in 2003).

A 2006 survey found that 70% of people strongly endorse widespread random breath-testing of motorists, and 86% of people strongly believe that individuals must take more responsibility in relation to drinking and driving. The survey of 1,109 adults also found that 85% of the public strongly agree with the concept of a designated-driver, and that 70% strongly feel that rural transport services are inadequate to facilitate those who want to avoid drinking and driving.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO's



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Italy



Osservatorio Permanente sui Giovani e l'Alcool

★ "Analysis of the Trend in Consumption" · carried out 2005 / 2006

Research into the reasons why, in Italy, alcohol consumption has decreased sharply during the past 30 years without any kind of restrictive policy. The research is divided into two parts: a quantitative analysis of the data related to the consumption of alcohol in Italy in the last 30 years; and a qualitative analysis, based on 120 individual interviews, of people who experienced a change in the pattern of their consumption of alcohol.

★ "The Problem of Drinking and Driving" · published 2004

A comparative study carried out in six European countries (Italy, France, Germany, Spain, Greece and the UK).

★ "Risk Taking Behaviour" · carried out 2003

Second phase in the "Monitoring Risk in Young People Project". This qualitative research takes into consideration the adults' evaluation of young people's risk-taking behaviour: what is risk; why young people take risk; what kind of risky behaviours are more common among young people; and how adults deal with young people's risk behaviours. See page 80 for details of the publication (2004).

South Africa



Industry Association for Responsible Alcohol Use (ARA)

★ "Funding for The Foundation for Alcohol Related Research (FARR)" · 1989

Helping to encourage research in this important area.

★ "Funding for Post-Graduate Research Fellowships on Issues Related to Alcohol Misuse" · 1989

In cooperation with many institutions, including University of Cape Town (UCT) – SA, National Health Laboratory Services (NHLS) – SA, University of the Witwatersrand (WITS) – SA, University of Stellenbosch (US) – SA, Medical Research Council (MRC) – SA, Provincial Government of the Northern Cape – SA, University of New Mexico (UNM) – USA, University of California, San Diego (UC San Diego) – USA, Indiana University School of Medicine – USA, Wayne State University (WSU) – USA, University of Wisconsin – USA, Centres for Disease Control & Prevention (CDC) – USA, National Institute on Alcohol Misuse & Alcoholism (NIAAA) - USA

South Korea



Oriental Breweries (InBev Korea)

● "Support for Korean Drinking Culture & Alcohol Research (KDCAR)"

· 2000 - ongoing

Research into alcohol-related problems including drink/drive and the health effects of heavy drinking.

Spain



Cerveceros de España

● "Jóvenes y Alcohol" ("Young People and Alcohol")

· undertaken 2000, 2003 and 2006 ①

An opinion survey amongst 1,400 young Spaniards. The research examined their habits regarding their consumption of alcohol during the week, and at weekends, and the findings are being used to improve awareness-campaigns.

The Netherlands



Centraal Brouwerij Kantoor (CBK) (Dutch Brewers Association)

★ "Foundation of SAR - Foundation for Alcohol Research" · 1981

The foundation consists of the **Dutch Brewers Association (Centraal Brouwerij Kantoor (CBK))**, and the spirits and wine organisations. The foundation cooperates with TNO Quality of Life. TNO runs two main projects:

Alcohol Research:

- clinical research on the effects of moderate consumption;
- epidemiological research;
- publications in outstanding scientific peer-reviewed journals; and
- advice.

Information and communication:

- database with >60,000 abstracts on scientific alcohol literature
- website: www.alcoholgezondheid.nl (alcohol and health, also in English)
- annual symposium on the latest scientific information
- annual report
- presentations, articles and interviews.

STIVA - Dutch Foundation for the Responsible Use of Alcohol

★ "Alcohol Consumption Amongst Youngsters 2004" · 2005 - bi-annual

Research into alcohol consumption, held among 4,000 youngsters aged 12-25 years old and their parents. Undertaken by IVO, a scientific bureau (linked with Rotterdam Erasmus University) for research, expertise and consultancy on lifestyle, addiction and related social developments on behalf of NIGZ (Netherlands Institute for Health Promotion and Disease Prevention) which is part funded by the brewing industry.

United Kingdom



Diageo plc

● "Funding for a Two Year Pilot Project" · 2007 - 2009

A project conducted in hospital "Accident and Emergency" departments, by "Turning Point" a UK social care organisation, to identify and provide help to patients with symptoms of alcohol misuse.

● "Partnership with ETSC for Research into Preventing Repeat Offending of Drink Drivers" · launched 2006

A two-year programme with the European Transport Safety Council (ETSC), based in Brussels, to develop Europe's first "Drink-driving Policy Network" and to establish policies and recommendations to reduce repeat drink-drive offending. This research programme is in addition to the company's wider membership of ETSC.

● "Partnership with Brake" · 2005

The company became a corporate member of the UK road-safety charity, Brake.

Scottish & Newcastle plc

● "Funding for a Two-Year Social Charity Research Post - Addaction (UK)" · 2005 - 2007

A charity which disseminates best-practice on tackling alcohol misuse by young people.

Europe



The Brewers of Europe

● "The European Research Advisory Board (ERAB)" · founded 2003

Established in Brussels in 2003 and supported by The Brewers of Europe, many of its members and the major European brewers. ERAB is an independent European alcohol research foundation set up to fund biomedical and psychosocial research into beer and alcohol - see www.erab.org.

International



International Center for Alcohol Policies (ICAP)

★ "A Chain of Responsibility: Engaging with the Retail Sector"

· January 2007 - December 2007

A project to explore patterns and issues relevant to the retail sector and establish principles on which to build a chain of responsibility throughout the alcoholic beverage industry. Research on how, and by whom, alcohol is sold around the world is currently underway. Recognizing that practices in the retail arena are likely to vary significantly by region (and even within a region), this research will include an analysis of data on global and regional trends, as well as culturally specific case-studies. At the end of this exploratory phase (late 2007), ICAP will publish a report on the retail sector. Impact will be measured by the uptake of the ideas of the ICAP Report and their incorporation into continuing dialogue with the retail sector.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO's

Publications in the Last Three Years

This section includes publications which include reports of the research carried out, reviews of published research, newsletters and policy documents. Reports of seminars and conferences are included in the next section.



Austria



Verband der Brauereien Österreichs

- "Bier und Gesundheit", ("Beer and Health", 3rd Edition)
· published 2003

Leaflets, translated into German, summarising the symposium are produced following each of The Brewers of Europe's Beer and Health Symposiums - see page 86.

Denmark



Bryggeriforeningen

- "Bryggeriforeningens Alkoholpolitik", ("The Alcohol Policy of the Danish Brewers' Association") · published in August 2003 ①

A booklet on the political views, policy statements and recommendations on alcohol of the Danish Brewers' Association, launched on the website, and printed in hard copy.

GODA

- ★ "Annual Report" · annual

Describes activities, campaigns and initiatives and includes a comprehensive summary in English.

Finland



Nuorten Akatemia (Youth Academy)

- ★ "A Report" · published 2005

Concerning the effects of the Finish MAHIS program on young people (e.g. alcohol use) from 1998-2005.

France



IREB – Institut de Recherches Scientifiques sur les Boissons

- ★ "Rechercheet Alcoologie" · biannual

A newsletter published in French.

- ★ "Focus" · biannual

A bilingual publication (French and English) on special topics; for example, the IREB Observatory 2006 and the IREB symposium.

Italy



Osservatorio Permanente sui Giovani e l'Alcool

- ★ Book n. 18: "Italians and Alcohol 2006" · published 2007

The 5th general survey on issues relating to alcohol in Italy, including a section dedicated to young people aged between 13 and 24 years. The book includes comparisons with the former surveys.

- ★ Book n. 17: "I Cambiamenti nei Consumi di Bevande Alcoliche in Italia" ("Changes in Alcohol Consumption in Italy") · published 2006

A longitudinal study on the causes of the decrease in the consumption of alcohol in Italy between 1970 and 2000, which takes into account the social, economic and historical factors.

- ★ Book n. 16: "Giovani, Adulti e Rischio: Punti di Vista a Confronto" ("Young People, Adults and Risk: Comparing Viewpoints") · published 2004

A comparison of the opinions about risk in young people and adults. It includes definitions, perceptions and evaluation of behaviours which are often very different and can give hints for working out targeted preventive actions.

New Zealand



Beer Wine & Spirits Council (BWSCNZ)

- **"Drinking to Your Health" · published 2003** ②

A leaflet compiled by the BWSC's Medical Advisory Group. This document provides information on the positive and negative effects of alcohol on the body and on how alcohol can be consumed safely and be part of a healthy lifestyle.

United Kingdom



British Beer & Pub Association

- **"Guidance on Working in Partnership" · published 2004**

A booklet which aims to provide information and advice to industry representatives involved in local partnerships and forums with local authorities, police and other local stakeholders. The document includes case studies of where working in partnership has made a major difference to local towns and cities. The guidance assists BBPA members in working in local partnerships to address alcohol-related crime and disorder and other nighttime economy issues.

- **"Guidance Booklets: Security in Design, Drugs and Pubs and Noise Control" published 2002 - ongoing**

Non-statutory guidance for members on a number of key operational issues. They assist members to address issues which can impact on crime and disorder, drug-misuse and noise-nuisance, in and around their premises.

The Portman Group (TPG) ③

- ★ **"The Quarterly Review of Alcohol Research" · started in 1993 - ongoing**

Provides regular details of the most recent scientific research on alcohol and contributes to ongoing discussions on the subject.

Europe



The Brewers of Europe

- **"Briefing Document on Beer Advertising in Europe" · published 2007**

In order to assess the level of adherence of European brewers to self-regulatory codes, The Brewers of Europe asked independent, national, self-regulatory organisations to retrospectively monitor the 2,131 press and television advertisements for beer, issued in 13 EU countries over the period of a year, regardless of whether any complaints had been received. The monitoring showed that 97.5% of these beer advertisements had content complying fully with the appropriate codes or standards, which represented a slight increase over the previous year (2004), when 96.4% of beer advertisements complied. These results were incorporated into a publication that also explained the role of advertising and of self-regulation.

- **"An Independent Review of Issues Related to Alcohol Consumption in Europe" published July 2006**

Produced ahead of the European Commission's initiative to develop policy in the area of alcoholic beverages, The Brewers of Europe asked the Weinberg Group to assist the industry in gaining a better understanding of those areas for which there appeared to be conflicting views, or ambiguity, in scientific literature. Having developed a detailed review of the literature using extensive references, the Weinberg Group submitted the review to a panel of independent scientific experts, who were asked to assess if it was fair and comprehensive, and to comment on its public policy implications - see www.brewersofeurope.org.

- **"Canadean Report 2" · published April 2005**

The second edition of the study produced by Canadean Ltd, in 2002, on the marketing of alcoholic drinks in Europe, and focusing primarily on the self-regulatory and regulatory environment in 30 countries - see www.brewersofeurope.org.

- **"A Second Submission" · published September 2005**

Comments on the European Commission Directorate General for Health and Consumer Protection's (DG SANCO's) informal draft discussion-paper on the EU Strategy on Alcohol providing input to assist DG SANCO with the development of the Commission's Communication, released in 2006 - see www.brewersofeurope.org.

- **"A First Submission" · published September 2004**

Issued in the context of the European Commission Directorate General for Health and Consumer Protection's (DG SANCO's) First Draft Working Paper on a "Coordinated Approach in Europe to Tackle Alcohol-Related Harm", this document provided input to assist DG SANCO with the development of the Commission's Communication, which was released in 2006 - see www.brewersofeurope.org.

International



The Worldwide Brewing Alliance

- **"Drinking and Driving Report" · 1999 - biennial**

A compilation of information about drinking and driving in over 30 different countries that has been collected by the members of the Worldwide Brewing Alliance. The report includes details of the Breath-alcohol (BAC) limit and other legislation regarding drinking and driving, together with statistics and details of the brewing industry's initiatives to combat drinking and driving - see www.beerandpub.com.

● Initiatives of Brewers and Brewers Trade Associations

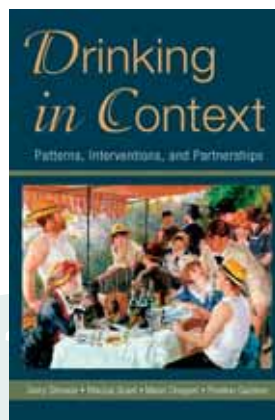
★ Initiatives of organisations part funded by the brewing industry such as SAO's



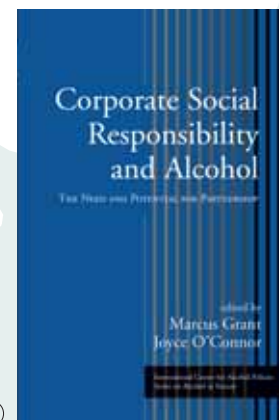
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International Center for Alcohol Policies (ICAP)

★ **"Drinking in Context: Patterns, Interventions, and Partnerships"** published December 2006 (Routledge) ④

Intended to complement existing volumes dealing with international policy on alcohol by focusing on three main themes: drinking patterns; targeted interventions; and partnership development. It is argued: that patterns of drinking are the best way to describe drinking behaviour and predict both positive and negative outcomes; that targeted interventions are vital in maximizing the benefits and minimizing the harms related to drinking; and that partnerships of multi-stakeholders offer an excellent opportunity to promote the complex mixture of measures required by each society. Finding sustainable alcohol policies is a collective responsibility to be shared alike by the public and private sectors and civil society. It gives special emphasis to three issues that are of great concern worldwide: alcohol-impaired driving; alcohol misuse amongst young people; and public disorder. This book was commissioned by the International Center for Alcohol Policies (ICAP), with assistance of experts from the International Harm Reduction Association (IHRA), World Federation for Mental Health (WFMH), and the Institut de Recherches Scientifiques sur les Boissons (IREB). The volume was edited by Gerry V. Stimson, Marcus Grant, Marie Choquet, and Preston Garrison.

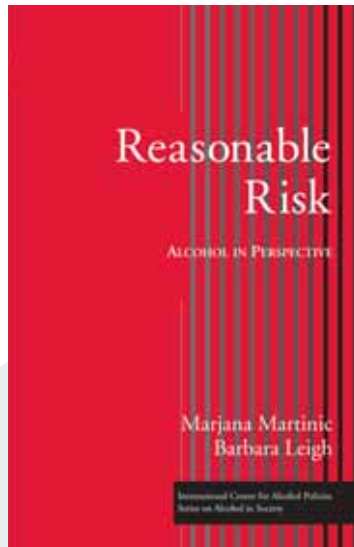
ICAP Series on Alcohol in Society consists of scholarly books published by the Taylor & Francis Group since 1998. Below are the latest volumes in the Series.

★ **"Swimming with Crocodiles: The Culture of Extreme Drinking"** · published December 2007

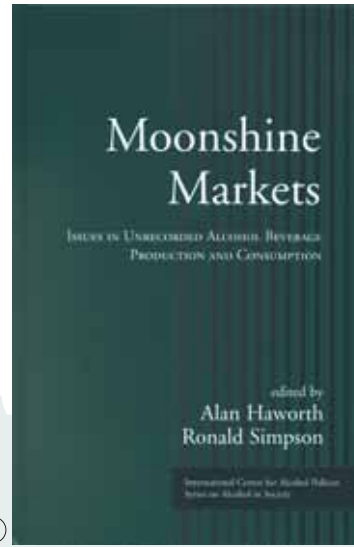
Edited by Marjana Martinic and Fiona Measham, the ninth volume in the ICAP Book Series on Alcohol in Society examines "drinking to extremes" amongst young people around the world. The authors explore the factors that motivate extreme-drinking behaviour, cultural contexts, prevention and policy. It also includes results of focus groups - see page 37. This is an initiative of ICAP with expertise from Lancaster University (UK), IREB (France), Osservatorio Permanente (Italy), ARA (South Africa), DINAMO (Brazil), Kurihama Hospital (Japan), Research Institute on Addictions (Russia), University of Washington (USA), INSERM (France), Alcohol Focus Scotland (UK), University of Ibadan (Nigeria), Alcohol and Drug Services South Australia (Australia), University of Nebraska (USA), Fundación Alcohol y Sociedad (FAS, Spain) and others.

★ **"Corporate Social Responsibility and Alcohol: The Need and Potential for Partnership"** · published 2005 (Routledge) ⑤

Edited by Marcus Grant and Joyce O'Connor, this book explores the potential impact of alcohol-beverage-industry partnerships and how they could contribute to a reduction in the negative health impacts of harmful drinking patterns. The book addresses the following themes: corporate values and collaboration; definition of corporate social responsibility (CSR); CSR in the context of product safety and risk; perspectives on CSR and partnership in the beverage alcohol industry; and CSR and partnership in practice. It is the eighth volume in the ICAP Book Series on "Alcohol in Society". This is an initiative of ICAP, with expertise from National College of Ireland (NCI), SABMiller, Diageo, Coors Brewing Company, DISCUS, Tufts University, The Corporate Citizenship Company, ALAC (New Zealand), WHO, and National Centre for Education and Training on Addiction (Australia).



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★ **“Reasonable Risk: Alcohol in Perspective”**
 • published 2004 (Brunner-Routledge) ⑥

Written by Marjana Martinic and Barbara Leigh, this book examines the risks surrounding the consumption of alcohol. In many ways, the risks inherent in drinking are no different from those we willingly encounter as part of many other activities. The authors explore what it is that shapes our perceptions of risk, including the influence of culture, and how we assess and manage the risks around us, especially those relating to alcohol. The book discusses how these risks are communicated to the public and how they are addressed through policy. It is the seventh volume in the ICAP Book Series on “Alcohol in Society”. This is an initiative of ICAP, with expertise from University of Washington (USA), University of Oregon (USA), University of California (USA), University of Zimbabwe, and the International Food Information Council (USA).

★ **“Moonshine Markets: Issues in Unrecorded Alcohol Beverage Production and Consumption”** • published 2004 (Brunner-Routledge) ⑦

It is estimated that “local alcohol” - sometimes called “moonshine”, or non-commercial, illicit, illegal or unrecorded alcohol - may account for as much as 50% of total alcohol consumption worldwide. This area of studies of alcohol has been neglected in the research community, due, in part, to the difficulty in collecting data for a product that is largely illegal. Edited by Alan Haworth and Ronald Simpson, this book presents data from six countries in which local alcohol is widely produced and consumed, namely: Brazil, India, Mexico, Russia, Tanzania and Zambia. Each country-study provides a rich review of the varied customs and rituals surrounding non-commercial alcohol, its history, cultural significance, legal and socioeconomic framework of its production and consumption and implications for public health policy, and the alcohol beverage industry. The book also examines the common themes emerging from the collected data, inclu-

ding commentary from experts in the fields of toxicology, economics, and anthropology. It is the sixth volume in the ICAP Book Series on “Alcohol in Society”. This is an initiative of ICAP, with expertise from CONADIC (Mexico), Fundación de Investigaciones Sociales A.C. (FISAC, Mexico), Institute of Psychiatry and Human Behaviour (India), Institute of Psychiatry of the Federal University of Rio de Janeiro (Brazil), Medical College of Virginia (USA), Ministry of Health (Russian Federation), Muhimbili Medical Center (Tanzania), University of Zambia (Zambia), and the Sangath Centre (India), Single & Associates.

ICAP Reports and ICAP Reviews are periodic publications. Semi-annual ICAP Reports (issued since 1996) summarize current scientific information on a given topic, including comparative policy information where possible, whereas annual ICAP Reviews (issued since 2005) are independently authored and peer reviewed and offer an opinion on key issues in the field.

★ **“ICAP Review 2: Drinking in Context: A Collective Responsibility”**
 • published 2006 ⑧

In selecting policies on alcohol, societies must decide how to encourage some behaviours and discourage others while maintaining what they perceive as an appropriate balance between the respective policies of the state and individuals. Authored by Gerry Stimson, this review proposes a fresh approach to tackling this process in a way that respects the multiplicity of drinking cultures existing around the world and is responsive to the varying needs and resources in different communities, countries or regions.



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★ **“ICAP Review 1: Beverage Alcohol Availability Controls”** · published 2005

Authored by Lucia Antalova and Marjana Martinic, this review focuses on policy measures designed to make alcohol available at limited times and in a limited number and type of locations. The rationale behind such controls is relatively simple - by making physical access to alcohol more difficult, it is assumed that consumption will be decreased and, with it, the incidence of problems. This paper provides an introductory overview of controls over alcohol availability and examines case studies of state-run monopolies, policy harmonization and opening times in several countries. It is concluded that measures implemented around policies on alcohol can only be effective if backed by proper enforcement, education of the general public about drinking patterns and outcomes, the implementation of adequate prevention, and the involvement of the broader community.

★ **“ICAP Report 18: Alcohol Taxation”** · published 2006 9

Explores the concept of an excise tax on beverage alcohol. The main purpose of taxation is to generate revenue for the government. However, governments also use taxes on beverage alcohol for several other purposes, namely: to attempt to reduce misuse and harm by making alcohol less accessible; to create barriers to trade; and, to encourage the purchase of domestic rather than imported products. It provides an overview of the debate on the effectiveness of taxation on alcohol and/or policies on pricing as public health and social tools for reducing consumption, misuse and other problems.

★ **“ICAP Report 17: The Structure of the Beverage Alcohol Industry”** · published 2006 10

Provides a summary description of the alcohol beverage industry, and nature and scope. It identifies a range of the industry's bodies and industry-supported bodies, such as trade associations

and social aspects organisations, which contribute to addressing social and public health aspects of alcohol. There have been considerable changes in the industry over the past 25 years, particularly with developments in commercial versus non-branded local production, the internationalisation of brands, and the consolidation of several multinational producers. These trends are not unique to the industry but have significantly affected all areas of domestic and international trade throughout this period. Yet, despite these changes, most of the alcohol that is produced and consumed around the world continues to be non-commercial and goes largely unrecorded. While this overview of the industry and its structure may help in understanding the commercial sector, it is important to bear in mind the huge diversity of the market when addressing public health, social and trade issues around the world.

★ **“ICAP Report 16: Alcohol Education and its Effectiveness”** · published 2004 11

Considerable debate exists over whether education on alcohol is an effective approach to preventing problems that may arise from certain drinking patterns and whether it can be viewed in isolation from other measures on policy and prevention. This issue describes the debate and provides an overview of various approaches to education on alcohol that target the general public, particular groups (young people and other at-risk populations), and certain behaviours (drinking and driving and the sale or service of alcoholic beverages).

★ **“ICAP Report 15: Drinking Patterns: From Theory to Practice”** · published 2004 12

A review of current literature on drinking patterns. It focuses on such issues in research on alcohol as health outcomes, social outcomes, individual variables and international comparisons. It also addresses drinking patterns and alcohol policy.

★ **“ICAP Report 14: International Drinking Guidelines”** · published 2003 ⁽¹³⁾

This report offers a comparison of guidelines on drinking in a number of countries. It examines the rationale behind recommendations on drinking issued by governments and quasi-governmental organisations.

The **Table on International Drinking Guidelines** is continuously updated and made available on the website - see www.icap.org “Policy Issues” section. The table includes information on the entity that developed the guidelines, specific recommendations for men and women, size of the standard drink in grams of ethanol, and other recommendations or notes.

★ **“ICAP Blue Book: Practical Guides for Alcohol Policy and Prevention Approaches”** · launched 2005 - ongoing

A series of practical guides addressing specific issues related to the consumption of alcohol. It is intended as a tool to assist all those seeking guidance in developing approaches to policy and prevention at both national and local levels. The Blue Book includes a list of targeted interventions that have been implemented around the world with the common goal of reducing alcohol-related harm. The topics addressed by the “ICAP Blue Book” are being continuously updated and expanded. This publication is available in printed and electronic formats (www.icap.org). This is an initiative of ICAP, with expertise from IHRA, Quest4Quality (the Netherlands), Medical University of Silesia (Poland), Stefan Batory Foundation (Poland), Industry Association for Responsible Alcohol Use (ARA, South Africa), University of Limpopo (South Africa) and others.

★ **“Alcohol Policies in Context: International Perspectives – 1995 to 2015”** · published in June 2005 ⁽¹⁴⁾

Policy on alcohol has long been an arena of great activity, controversy and change, perhaps because it most accurately reflects the evolving social, cultural, political and public health perspectives of communities, cultures, countries, and governments. This **Just-drinks.com** management-briefing presents an informed look forward at this evolving policy-landscape. Based on a survey marking the International Center for Alcohol Policy’s tenth anniversary, this briefing presents the views of ICAP’s senior consultants around the globe on alcohol policy over the last ten years, a look forward to 2015, and presents examples of progress across the world.

★ **“What Drives Underage Drinking? An International Analysis”** · published in 2004

Explores the basis of underage drinking from epidemiological, biomedical and cultural perspectives and reviews their implications for future research, education and government policy. The report will be of interest to all those concerned with young people’s drinking habits. Alt-



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hough it does not offer specific recommendations, it provides essential background material from perspectives that are seldom considered in relation to each other. An initiative of ICAP, with expertise from INSERM, IREB, Binghamton University (USA), National Alcoholism Center at Kurihama Hospital (Japan) and Mentor Foundation (UK).

★ **“Health Warning Requirements in Labelling and Advertising: Table”** · published on the website (www.icap.org)

An update of the table in the 1997 ICAP Report 3: “Health Warning Labels”. It presents a survey of recent developments pertaining to health-warnings on beverage alcohol containers and in advertising. It has also been extended to list the requirements regarding health-warning message incorporation into advertisements. ICAP Report 3 found that nine countries had legislated Health Warning Labels (HWL) on beverage alcohol containers; this number has grown considerably since 1997. The messages on labels vary between countries. The extent of the continuing debate on health-warning policies is reflected in the number of countries that do not require HWLs and in the variety of policies among those that do. This table was created using data from individual government sources and policy surveys conducted by the World Health Organisation.

★ **“Minimum Drinking and Purchasing Age Laws”** · published on the website (www.icap.org “Policy issues” section)

An update of the table in the 2002/1998 “ICAP Report 4: Drinking Age Limits” showing age limits in various countries around the world.

● Initiatives of Brewers and Brewers Trade Associations

★ Initiatives of organisations part funded by the brewing industry such as SAO’s

Conferences and Seminars

This section includes details of conferences and seminars including reports of the proceedings.

Denmark



GODA

★ **"Forebyggende Forældre-netværk" ("Parent Network") · September 2006**

GODA has hosted a number of conferences where the focus has been on the prevention of misuse of alcohol and risk behaviour among young people. The aim was to empower and encourage parents to form networks related to their own teenagers' behaviour. Currently, the experiences and inputs from the conferences are being collected in a 'white paper' that will be distributed to key persons working with young people on prevention.

★ **"Young People and Alcohol - New Initiatives for Prevention in a World of Social and Cultural Changes" · October 2003 (Copenhagen)**

GODA celebrated its 10th anniversary with a conference at the Danish Parliament. A report, including summaries of all the presentations, is available.

Ireland



Mature Enjoyment of Alcohol in Society Ltd (MEAS)

★ **"Annual Seminar: Cultural and Social Aspects of Alcohol" · October 2006 (Dublin)**

Anne Fox, social scientist and internationally respected expert on alcohol and drug misuse, led the seminar which explored a range of cultural and social aspects of alcohol, focusing on how to better understand the impact of alcohol on people with a view to lessening its misuse. The seminar considered the drink-related beliefs, behaviours, patterns, rituals, rules and idiosyncrasies that form both distinct and universal drinking cultures worldwide. The particularly western-style of drinking, characterised by a ritualised, transformational social-bonding experience, was 'deconstructed' to firstly examine why human beings act in this way, and secondly, to assess what, if anything, could be changed in order to minimize the harm that may result.

★ **"Annual Conference: Alcohol in the Community" · October 2005 (Cork)**

National and international speakers outlined how communities can make a difference in

addressing problems surrounding alcohol. Key themes included the need, in Ireland, to identify exactly what is the problem with alcohol that needs to be solved: the importance of emerging styles of drinking; the need for initiatives to be culturally intuitive; the evidence that successful interventions were characterised by cooperation between the various interests and the avoidance of apportioning blame; building a consensus required considerable preparation and persuasion; and there is a need for a framework in Ireland for understanding and developing community interest and input into problems relating to alcohol.

The report, "Working Together to Reduce the Harm Caused by Alcohol Problems", recommended that about 4-6 community mobilisation projects be established in 2006. In June 2006, MEAS published a detailed summary of the proceedings of its 2005 conference on 'Alcohol and the Community'. Examples and studies presented at the 2005 conference did show that communities can make a difference in addressing problems surrounding alcohol. The proceedings provided helpful guidelines for the conduct of such projects. The full conference report can be found on the MEAS website, www.meas.ie.

★ **"Annual Conference: Young People and Alcohol" · October 2004 (Dublin)**

Irish and overseas experts explored a range of issues, including whether Irish teenagers are different from other European teenagers, whether the Irish drinking culture is different, and whether parents should allow their teenage children to drink alcohol and, if so, in what circumstances and to what extent. The conference also examined the most effective strategies to prevent problems with alcohol among young people.

A summary of the main themes that emerged at the conference was published in July 2005 and widely circulated. There was acceptance that: there is an underage drinking problem in Ireland; addressing the problem will require a number of lines of action; no single measure will solve the problem; and the development of a national policy should involve consultation and involvement of the relevant parties, with parents and young people having a central role. The need to take a comprehensive look at the social needs of young people, with the provision of suitable alternative activities, was also highlighted as a priority.

★ **"Annual Conference: The Alcohol Issues - A Partnership Approach" · October 2003 (Dublin)**

The first of a series of annual conferences hosted by MEAS concerning alcohol and society. The conference explored the contribution of on-the-ground initiatives supported by the principal stakeholders to the resolution of public-order issues. The social norms approach to alcohol mi-

use was also explored, and information was provided on relevant best-practice partnership-initiatives within and beyond Ireland. The conference prompted activation of the 'Sustaining Progress' special initiative, which produced the 'Working Together to Reduce the Harm Caused by Alcohol Problems' report. It also prompted establishment of the 'Cork City Cares' initiative which is modelled on the 'Manchester City Safe' initiative which was described at the conference.

Portugal



APCV-Portuguese Brewers Association

- **Sponsorship of "Symposium on Alcoholic Drinks and the Cardiovascular Risk: Recent Trends" · September 2006 (Lisbon)**

An international, scientific conference promoted by the Portuguese Society of Cardiovascular Disease.

Russia



JSC Baltika Breweries

- **Round Table "The Problem of Alcoholism in Russia" · April 2005 (Nijniy Novgorod)**

A meeting between the State Duma, local officials and producers of alcohol. The event was widely discussed in the media.

- **Round Table "Moderate Alcohol Consumption in Russia" · April 2003 (Khabarovsk)**

Baltika representatives and regional officials discussed the current situation regarding the consumption of alcohol in Russia and discussed opportunities that could change the situation. The event was widely reported in the media.

[The alcohol consumption structure in Russia differs from Europe. In Russia, 67% of the absolute consumption of alcohol arises from strong alcoholic products (including data of strong alcoholic products' illegal share) and only 24% from beer, according to the Union of Russian Brewers. In Western Europe, for example, this index is 19.6% and 37.5% respectively (Euromonitor).]

The Netherlands



SAR – Foundation for Alcohol Research

- ★ **"TNO Symposium" · annual since 2001**

In cooperation with SAR, TNO organises an annual symposium on the scientific results of the effects of moderate consumption of alcohol. In 2006, on the occasion of the fifth anniversary, a book with five years of scientific results was published, titled: "De wijsheid en de kan" ("The wisdom and the jug"). Between 2001 and 2005, the Symposium was held in combination with on-trade fairs. In **2006**, it was held at Nyenrode University.

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United Kingdom



AIM-Alcohol in Moderation

- ★ **"Alcohol and Health – Current Evidence, Future Trends" · March 2006 - London**

A forum comprising Professor R Curtis Ellison, Epidemiologist, Marsha Morgan, Hepatologist, and Professor Alan Crozier, Head of Human Nutrition, University of Glasgow to explain the current evidence-base and the future direction of research to a trade association and policy making audience. This was conducted in partnership with the Wine and Spirit Education Trust.

- ★ **"Alcohol Education and Young People – How Do We Get Through?"**

· **October 2004 - London**

An European platform of speakers explaining the problems and initiatives from around Europe. This was organised in collaboration with the John Lewis Partnership (retailing store group).

- ★ **"Industry Under Threat? Social Responsibility and Self-Regulation"**

· **October 2003 - London**

A forum for debate and discussion about the need to ensure the effectiveness of self-regulation.

Europe



The Brewers of Europe

- **"The 4th European Beer and Health Symposium" · May 2006 (Brussels)**

This symposium, the 4th in the series, took place at the prestigious Bibliothèque Solvay in Brussels. It allowed scientists and researchers to present the latest scientific findings regarding the role of responsible beer consumption in a healthy lifestyle. It covered effects on such illnesses as heart disease, osteoporosis, strokes, diabetes, cancer and Alzheimer's disease.

- **"2nd Workshop on Self-Regulation in the Brewing Industry"**

· **September 2004 (Warsaw)**

With the aim of ensuring responsible commercial communications to consumers, this workshop in Warsaw brought together brewers and trade associations from countries in Eastern Europe. Best-practice was shared, and guidance was given on implementing self-regulatory codes within effective self-regulatory systems.

The Amsterdam Group (TAG) (EFRD since 2006)

- ★ **"Conference on Alcohol Education: What Works?" · October 2005 (Brussels)**

The 3rd major European Conference, whose main aim was to stress the importance of education as one of the important strategies to combat alcohol-related harm and to promote a targeted approach.

★ **“Conference on Young People and Alcohol in Europe” · October 2004 (Brussels)**

The 2nd major European conference whose main aim was to feed into the debate on the implementation of the European Council Recommendation of 5th. June 2001 on the drinking of alcohol by young people, in particular children and adolescents. The conference involved around 150 participants from across Europe, including NGOs, the drinks industry, the advertising industry, EU officials and MS representatives.

★ **“Yearly Meetings with European Social Aspects Organisations (SAOs)”**

· annual 2002 - 2006

To exchange best-practices, share agendas and facilitate benchmarking of their activities. It was also an opportunity to inform the SAOs about relevant EU developments.

International



● **“International Medical Advisory Group (IMAG) Conferences” · 1971 - annual**

Annual closed conferences hosted by the **Australian Associated Brewers Inc, The Brewers of Europe**, and the **Alcoholic Beverage Medical Research Foundation (AMBRF)** in association with the **Brewers Association of Canada** and the **Beer Institute**. These conferences, which started more than 30 years ago, bring together the medical advisory groups for the brewing industry in Australia, New Zealand, and the UK, together with the AMBRF in North America, to discuss the latest advances in research in the field of alcohol. They provide a unique forum for discussion, by leading researchers from all over the world, of the medical and social aspects of alcohol consumption. The 2006 Conference was held in Copenhagen, Denmark and was hosted by **The Brewers of Europe**. This was the first European IMAG since the foundation of ERAB, (see page 78) and provided an opportunity for ERAB grantees to present their research.

International Center for Alcohol Policies (ICAP)

★ **“Regional Self-Regulation Workshop: Latin America” · planned December 2007**

The third in a series of regional self-regulation workshops focused on best-practice in marketing and industry self-regulation following the International workshop in London - see below.

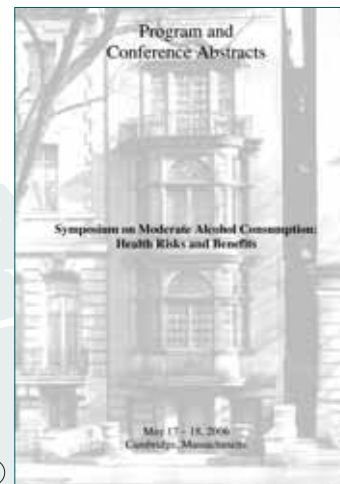
★ **“A Special Session on Alcohol and Harm Reduction” · planned May 2007 (Warsaw)**

A session during the 18th International Conference on the Reduction of Drug Related Harm organised at the invitation of IHRA.

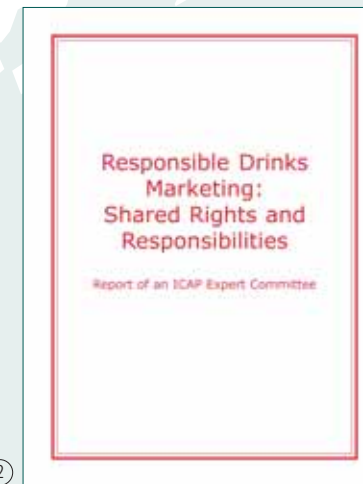
★ **“Alcohol and HIV/AIDS: Summary of ICAP Brainstorming Meeting”**

· April 2006 (Lusaka)

A small brainstorming meeting exploring the relationship between risky patterns of drinking and sexual behaviour and the spread of sexually transmitted infections (STIs), primarily HIV. The



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meeting was attended by representatives of three major producers of alcohol in Africa (**Diageo, Heineken and SABMiller**), UNAIDS, World Bank, government, community-based health and development organisations in South Africa and Zambia, and ICAP, as well as by HIV/AIDS prevention interventionists and researchers. The summary report of that meeting provides an overview of the wide range of ideas presented and discussed by the participants, and calls for more dialogue on this critical issue.

★ **“The Symposium on Moderate Alcohol Consumption: Health Benefits and Harms”**

· May 2006 (Cambridge, Massachusetts) ①

Examined the available scientific data on the health-effects of moderate drinking and its implications for further research, public health and alcohol policy. The two-day symposium consisted of five sessions: (1) Moderate Drinking and Cardiovascular Disease, (2) Moderate Drinking and Other Health Outcomes, (3) Influences at the Population Level, (4) Implications for Future Research, and (5) The Message for Moderate Drinking. It was organized jointly by ICAP and the Institute on Lifestyle and Health of the Boston University School of Medicine. Proceedings were published in a special issue of the “Annals of Epidemiology” journal in April 2007. The conference program and abstracts are also available at www.icap.org. The conference was an initiative of ICAP together with the Institute on Lifestyle and Health of the Boston University School of Medicine.

★ **“Responsible Drinks Marketing – Shared Rights and Responsibilities. Report of an ICAP Expert Committee” · May to November 2006** ②

An important aspect of multi-stakeholder partnerships in the alcohol field is the development of improved mechanisms for the self-regulation or co-regulation of alcohol advertising and promotion. To that end, in May 2006, ICAP convened an expert committee on the responsible marketing of drinks, which has recommended a number of specific ways in which government, industry and consumers might all be better served through enhanced cooperation. The Report

of this meeting presents these recommendations, discusses perspectives of various players in the field and lists recent examples of self- and co-regulation activities on advertising alcohol from around the world. This was an initiative of ICAP, with expertise from The Marketing Society (UK), University of Colorado at Boulder (USA), FireHorses Ltd. (UK), University of São Paulo (Brazil), Council of Better Business Bureaus (USA), SolarLab Research and Design (UK), EntreDosMundos (Spain), ALAC (New Zealand), **Diageo** PLC (UK), Brown-Forman Corporation (USA), University of Montreal (Canada), Wits University (South Africa) and **Lion Nathan** (Australia).

★ **“Workshop on Self-Regulation - The Asia-Pacific Region: Tokyo Declaration”**

• **June 2006 (Tokyo)**

Attended by over 100 participants from 10 countries, the workshop focused on best-practice in marketing and industry self-regulation. At the end, the workshop co-sponsors endorsed a joint statement, “Tokyo Declaration”, which recognized their collective responsibility to improve the scope and the effectiveness of self-regulation through collaboration with other stakeholders. The Declaration makes a firm commitment to setting best-practice standards and expanding self-regulation in the region, and outlines, broadly, how this might be done. This was co-sponsored by ICAP, the **Brewers Association of Japan** (BAJ), Japan Spirits and Liquor Makers Association (JSLMA) and the five BAJ members - **Asahi, Kirin, Orion, Sapporo and Suntory**.

★ **“Workshop on Self-Regulation: Africa Region. Meeting Report”**

• **October 2006 (Cape Town)**

Attended by over 60 participants from 13 African countries, the workshop focused on best-practice in marketing, and industry self-regulation. It concluded with the unanimous adoption of a final declaration, the “Cape Town Declaration”, in which ICAP and participants made commitments to develop alcohol-policy and strengthen self-regulation in the Africa Region. A report of the workshop summarizes the key issues arising and identifies the steps ICAP will take, for its part, to initiate implementation of these commitments.

★ **“Harm Reduction and Alcohol: Time for a Paradigm Shift”**

• **March 2005 (Belfast)**

A session at the 16th International Conference on the Reduction of Drug Related Harm (ICDRH). The session, organised at the invitation of the International Harm Reduction Association (IHRA), offered a general overview of the relationship between drinking patterns, health and social outcomes and harm-reduction. It provided insight into how harm-reduction can be integrated into future approaches to policies on alcohol and prevention. Papers presented at this session, along with other contributions, were published in the special issue of the International Journal of Drug Policy (IJDP) - issue 17, 2006 - entitled “Harm Reduction and Its Application to Alcohol Policy” and guest-edited by Godfrey Robson, former Director of Health Policy at the Scottish Executive, and Alan Marlatt, Director of the Addictive Behaviours Research Center at the Uni-



versity of Washington. ICAP provided logistical assistance with the production of this IJDP issue (links to the special issue are available online at www.icap.org, www.sciencedirect.com and www.ijdp.org).

★ **“Alcohol Policy Seminars” - 2005 - ongoing**

Materials for implementing the “ICAP Blue Book” (see page 84) at the local and community levels were developed during 2005. These are the Alcohol Policy Seminars (APS), which rely on rapid assessment and the implementation of appropriate approaches to policy. APS are intending to offer training to individuals who are developing policy and prevention measures, particularly where information about alcohol-issues is scarce and interventions are needed. In 2006, the APS have been piloted in South Africa in cooperation with the International Harm Reduction Association (IHRA). In the course of 2007, further APS will be conducted in Thailand and China, as well as in Europe and Latin America (in countries to be determined).

★ **“Sharing Best Practice in Self-Regulation: An International Workshop”**

• **October 2004 (London)** ③

The meeting report summarises the key issues arising from the workshop. It includes an overview of self-regulation and illustrations of activities undertaken by the alcohol industry internationally.

★ **“Young People’s Drinking – An International Perspective”**

• **October 2004 (Kobe)**

Part of the XVIIIth. World Congress of the World Association for Social Psychiatry (WASP). ICAP brought together experts and practitioners from various regions and disciplines to contribute to this symposium which aimed to contribute to the cross-cultural discussion of the nature and extent of young people’s drinking. The symposium’s agenda, presentations and abstracts are available on www.icap.org.

● Initiatives of Brewers and Brewers Trade Associations
 ★ Initiatives of organisations part funded by the brewing industry such as SAO’s

Social Aspects Organisations and other organisations funded by the industry

This section includes details of Social Aspects Organisations (SAOs), that are wholly, or partly, funded by brewing companies. SAO's are industry-funded organisations that promote the responsible consumption of beer or alcoholic beverages through education and communication programs, as well as promoting specific measures, such as those against drinking and driving. It also includes other organisations, funded by brewers, whose aims and objectives include databases and the funding of research.

Australia

DrinkWise Australia · 2005

DrinkWise Australia is an SAO designed to foster responsible drinking in Australia. Details are available at www.drinkwise.com.au. The Drinkwise board includes an equal number of industry and non-industry representatives. The industry representatives include the Chairman of the Australian Associated Brewers as well as nominees of the wine, spirits, hotels and liquor stores associations. The initial funding was underwritten by three major alcohol companies: **Foster's Australia**, **Lion Nathan Australia**, and **Diageo**.

Belgium

Arnoldus Group · 1992

The Arnoldus Group is the Belgian SAO, founded as an initiative of the **Belgian Brewers**. Apart from Belgian breweries, the Arnoldus Group's members comprise hotel, restaurant and cafés (HORECA) associations, beer wholesalers and distribution associations. More information is available on www.arnoldus.be.

Its principal objectives are to:

- promote moderate beer consumption;
- contribute to the prevention of alcohol misuse;
- spread information on moderate beer consumption;

- favour discussion and collaboration with all the organisations involved both at regional and international level;
- do research that might contribute to better information for consumers; and
- elaborate a code on the marketing techniques in general that is binding on all members of the Group.

Denmark

GODA · 1993

GODA is a Danish SAO founded by:

- **The Danish Brewers Association;**
- Danish Distillers Association; and
- The Wine and Spirits Organisation: V.S.O.D

GODA's objectives are:

To promote the use of alcohol in moderation in order to reduce, and work against, misuse.

Finland

Nuorten Akatemia (Youth Academy) · 1994

Youth Academy is a service organisation for all organisations that work with young people. It was established by all the major youth and sport organisations in Finland. Youth Academy's services are open to all young people; one doesn't have to be a member of any particular organisation. The organisations founded Youth Academy to support their own youth activities. With the help of the Academy the organisations wish to:

- increase the appreciation of voluntary activities;
- offer the chance to take part in self-determined voluntary activities and projects to more and more young people; and
- increase cooperation between the different organisations that work with young people.

France

Entreprise & Prévention (E&P) · 1990

Entreprise & Prévention is the French SAO. Its principal objectives are to:

- address excessive alcohol consumption and its social consequences;

- promote self-regulation while applying the existing legislation responsibly;
- ensure dialogue with public authorities and partners; and
- address prevention-related matters with public authorities.

Its Corporate Members include:

- Bacardi-Martini,
- **Brasseries de Bourbon**
- **Brasseries Kronenbourg**
- **Heineken Entreprise**
- CBH Trading
- CMM/ UDV
- Distillerie Châtel
- MASCARIN
- Société Michel Picard
- Moët Hennessy Diageo
- Société des Produits Marnier Lapostolle
- **SOREBRA**
- Pernod Ricard
- Rémy Cointreau
- Rhums Réunion
- Vranken Pommery
- William Grant & Son.

IREB - Institut de Recherches Scientifiques sur les Boissons · 1971

IREB is an NGO created by producers of alcoholic beverages including brewers. These producers are concerned by the misuse which is made of their products. This concern has led them to try to improve knowledge of different causes of excessive consumption and to inform prevention.

Its members are:

- Bacardi Martini
- **Brasseries Kronenbourg**
- Cusenier
- **Diageo**
- **Heineken France**
- Moët Hennessy
- Pernod
- Rémy Cointreau
- Ricard

Ireland



Mature Enjoyment of Alcohol in Society Limited (MEAS) · 2003

MEAS, the Irish SAO, became operational in order to reduce alcohol misuse and related harm.

The organisation promotes:

- social responsibility among producers, marketers, distributors and retailers of alcohol in Ireland; and
- mature enjoyment of alcohol amongst consumers in partnership with Government and other appropriate bodies.

MEAS is committed to the promotion of the highest ethical standards within the Drinks Industry and does not condone any abuse or misuse of alcohol. MEAS has no economic purpose and is operationally independent from drinks-industry companies.

Its members are:

- **Drinks Industry Group of Ireland (DIGI)**
- Edward Dillon
- **InBev**
- **Diageo**
- Irish Distillers Group
- C&C Wholesale
- **Heineken Ireland**
- **Beamish & Crawford**
- Licensed Vintners Association
- Vintners Federation of Ireland

Italy



Osservatorio Permanente sui Giovani e l'Alcool · 1991

The Osservatorio Permanente sui Giovani e l'Alcool (The Permanent Observatory on Youth and Alcohol) was founded for the purpose of scientifically studying alcohol consumption and its related problems amongst Italy's youths. Since its inception, The Observatory's mission has been to promote research in a manner which will help it achieve global awareness and cooperation in combating alcohol-related problems amongst young people.

Starting from a psycho-sociological standpoint, The Observatory wanted to integrate its research with a widened focus on the "health" related dimensions of alcohol consumption and misuse. In doing so, it attempted to take into consideration psycho- sociological and anthropological aspects of individual and collective behaviours, as well as economic and political aspects.

The Observatory's firm commitment to "Social Alcoholology" and to research on alcohol-related problems has helped to place it amongst the leading organisations in Europe who are socially sensitive to alcoholism and its effects. Together, The Observatory and its European counterparts continue to develop strategies for identifying effective and culturally adequate means to prevent the misuse of alcohol. **Since 2006**, The Osservatorio has been a non-profit association, funded by a group of associate members, namely Assobirra, The Federation of the Italian Wine Producers, the University of Perugia and the Cesar Foundation.

Malta



The Sense Group (TSG) · 1997

The Sense Group is the Maltese SAO, and it aims to promote moderate, sensible and responsible drinking. TSG is autonomous from its members who include the major producers and importers of alcoholic beverages in Malta. The organisation hopes to cultivate a better understanding of alcohol-related issues in Malta, as well as conducting awareness campaigns.

Other functions of the group include assisting local authorities to prevent alcohol misuse, encouraging ethical responsibility in serving alcoholic beverages, establishing and maintaining contacts with international institutions, and informing the general public about developments regarding the consumption of alcohol.

New Zealand



Beer Wines & Spirits Council (New Zealand) (BWSCNZ) · 1989 - 2006

The Council was active for over 15 years, becoming the mouthpiece for the industry in all matters relating to alcoholic beverages as they relate to society and the legislative and economic environment.

The Council had a range of partnerships with related organisations and interest groups, both nationally and internationally, promoting the moderate consumption of alcohol, responsibility and consideration in all aspects of society.

The Council was proactive in addressing areas of concern and actively supported education programs and youth initiatives. This often meant correcting misconceptions and myths about the industry and about the links between alcohol, health and the welfare of society.

It also tracked the trends relating to, and conducted research into, the industry and the communities it operated in, including commissioning independent medical opinion on the main issues on health (Medical Advisory Group).

The Council was the established touchstone for the news media, sourcing reliable information and research about the drinks sector and making comment on the trends.

Membership:

Lion Nathan Limited

DB Breweries Limited

BWSCNZ was closed at the end of 2006. Its programs will be taken forward independently by New Zealand's brewers.

South Africa



ARA – Association for Responsible Alcohol Use · 1989

The Industry Association for Responsible Alcohol Use, formerly the Social Aspects of Alcohol Committee (SAAC), was established by the major producers of alcohol beverages in South Africa to coordinate and direct activities which counter and reduce the misuse of their products. Its activities are based on principles and data developed and obtained through sound scientific research. Most of ARA's activities are captured under one of the following headings: self-regulation, research, primary prevention through education, and participation in public policy development.

The members of **ARA include SABMiller plc.**

South Korea



Korea Drinking Culture & Alcohol Research (KDCAR) · 2000

KDCAR was established as a partnership between the drink manufacturers of South Korea with the aim of protecting consumers by fostering and promoting a responsible drinking culture. Members include **InBev Korea.**

Taiwan



Taiwan Beverage Alcohol Forum (TBAF) · 2000

TBAF was founded to promote the responsible consumption of alcohol beverages in Taiwan with financial assistance from major alcohol companies from Europe and the States. The aim is to promote responsible decision making about drinking alcohol, coordinate efforts to promote a responsible drinking culture, and engage in alcohol policy debates in a way which satisfactorily addresses social concerns.

The following companies are members of TBAF:

- **Anheuser-Busch**
- Bacardi
- Cottingham & Co
- **Diageo**
- **Heineken**
- **Miller**
- Moët-Hennessy
- Pernod Ricard

The Netherlands



STIVA - the Dutch Foundation for the Responsible Use of Alcohol

• 1982

STIVA is the Dutch SAO. Its objective is to reduce alcohol misuse and to encourage the responsible consumption of alcoholic beverages through:

- self-regulation of advertising;
- information, including awareness campaigns in a variety of fields such as youth, transports, the workplace and sports; and
- research.

Its members include:

- **Centraal Brouwerij Kantoor**
- Commissie Gedistilleerd van het Productschap Dranken
- Productschap Wijn

SAR – Foundation for Alcohol Research • 1981

The foundation consists of the Dutch Brewers Association (Centraal Brouwerij Kantoor (CBK)) and the spirits and wine organisations. Its objective is to contribute to a balanced, scientific view on the moderate consumption of alcohol in society and the beneficial effects of moderate consumption of alcohol.

United Kingdom



BII • 1981

The BII is a professional membership organisation within the licensed retail sector with over 17,500 licensees as members and a large number of corporate members - mainly brewers and pub operators. It also has an associated body, BIIAB, which awards a full range of qualifications related to licensed retailing.

The Portman Group (TPG) • 1989

The Portman Group is the UK's SAO. It is a pan-industry organisation, set up by the UK's leading drinks manufacturers whose purpose is: to encourage and challenge the industry to market products responsibly, principally through administering its Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks; to provide best-practice leadership in this area through the actions of its members; and to speak on behalf of its members on alcohol-related social issues, thereby informing policy and public opinion. TPG is funded by the following companies which recognize the importance to their own commercial freedom in tackling the social problems associated with alcohol misuse.

- Bacardi Martini
- Beverage Brands
- Brown Forman Brands UK
- **Carlsberg UK**
- **Coors Brewers UK**
- **Diageo Great Britain**
- **InBev UK Ltd**
- Pernod Ricard UK
- **Scottish & Newcastle**

The Drinkaware Trust • 2006 (formerly **The Portman Group Trust**) • 2002

The Drinkaware Trust is a unique partnership between industry, health professionals and the voluntary sector. It is an independent charity, voluntarily funded by industry (with target-funding of £12 million over the first three years) but with a board comprising a range of stakeholders. The Trust's aim is to positively change public behaviour and the UK's drinking culture through education. The Trust became operationally independent from The Portman Group in January 2007.

The Drinkaware Trust is a registered charity founded in 2002. The Trust's work complements that of its sister organization, The Portman Group, which works to help reduce alcohol misuse and promote responsible drinking. The Drinkaware Trust's charitable purpose is "the preservation, protection and promotion of public health through the provision of education and research on alcohol-related matters."

In 2006, a Memorandum of Understanding was signed with Caroline Flint, Health Minister, confirming the new status of the Trust as the alcohol producers' fund identified in the National Alcohol Harm Reduction Strategy. Currently, it is in the process of being established on a completely independent footing from The Portman Group; and it is envisaged that it will assume many of its consumer facing activities in 2007.

In 2005, the Trust gave £100,000 of grants to 55 local projects. Its 2006 budget has been augmented by a grant from The Big Lottery Fund of £358,000 over three years to develop alcohol peer-education programs, including 'The Drinkaware Challenge' a Youth Achievement Award designed in conjunction with another charity, UK Youth.

AIM-Alcohol in Moderation · 1991

AIM-Alcohol in Moderation is a non-profit organisation funded by subscription to its on-line journals which are dedicated to promoting the moderate and responsible use of alcohol. AIM promotes a better understanding and balance of the key issues relevant to the responsible use and the reduction of misuse through its independent Council of Professors and Specialists, and its peer-review and summarising of emerging research and salient issues.

The following Brewers and Associations are members of AIM:

- **Beer Institute**
 - **The Brewers of Europe**
 - **Brewers Association of Canada**
 - **British Beer & Pub Association**
 - **Scottish & Newcastle**
 - **InBev**
 - **SABMiller**
 - **Anheuser Busch**
- plus many smaller ones.

Europe



The Amsterdam Group (TAG) · 1990 - 2005 (EFRD since 2006)

The Amsterdam Group (TAG) was an alliance of some of Europe's leading producers of beers, wines and spirits. The aim of this Group was to work with governments and other interested groups to address social problems related to the excessive or inappropriate consumption of alcoholic beverages.

International



International Center for Alcohol Policies (ICAP) · 1995

ICAP is a non-profit organisation funded by leading producers of alcoholic beverages. ICAP is dedicated to promoting understanding of the role of alcohol in society and to helping reduce the misuse of alcohol worldwide through dialogue and partnerships involving the alcohol-beverage industry, the public health community and others with an interest in alcohol-policy.

ICAP sponsoring companies are:

- **Asahi Breweries, LTD**
- Bacardi-Martini
- Beam Global Spirits & Wine
- Brown-Forman Corporation
- **Diageo PLC**
- **Heineken N.V.**
- **InBev**
- **Molson Coors**
- Pernod Ricard
- **SABMiller PLC**
- **Scottish & Newcastle**

Website directory

Many of the initiatives listed in this document use websites to communicate information. Some of them are initiatives in their own right while others add a dimension to a larger campaign. They are listed here for ease of reference but fuller details appear in the relevant section.

A

- www.aab.org.au** • Trade Association Website. (Australia)
- www.aim-digest.com** • A comprehensive database of summaries of peer-reviewed papers, forum reports, book reviews and analysis of activities relevant to responsible and sensible drinking. (UK)
- www.alcoholengezondheid.nl** • (alcohol and health) Information on the research program and on the reference database, containing 57,000 scientific references on alcohol literature. (The Netherlands)
- www.alcoholonderde16nogeveenniet.nl** • Website giving information to children, parents and educators on reasons why children should not drink. (Netherlands)
- www.alcoholstats.com** • Website containing a variety of independent research and statistics on alcohol-related topics, including drunk driving, underage drinking, alcohol advertising, etc.. (USA)
- www.alcol.net** • Website of the Osservatorio Permanente sui Giovani e l'Alcool giving details of all their research and publications and data on alcohol consumption. (Italy)
- www.aludariai.eu** • Trade Association Website. (Lithuania)
- www.apcv.pt** • Trade Association website giving details of the Portuguese Brewers Association as well as all the initiatives taken by The Brewers of Europe and their affiliated members. (Portugal)
- www.ara.co.za** • Social Aspects Organisation website giving details of all the Association for Responsible Alcohol Use initiatives. (South Africa)
- www.arnoldus.be** • Website of the Belgian Social Aspects Organisation giving details of all their initiatives. (Belgium)
- www.arton.nu** • Website to publicise a project dealing with the life-style and general well being of 18 year-olds in Sweden. (Sweden)
- www.asahibeer.co.jp/english/** • Company website with links to corporate philosophy. (Japan)
- www.assobirra.it** • Trade Association website giving details of all the Italian Brewers Association initiatives. (Italy)

B

- www.beerandhealth.com** • Beer and Health website. Information on the health benefits of moderate consumption. (Belgium)
- www.beerandpub.com** • Trade Association website giving details of all the British Beer & Pub Association initiatives and the WBA publications. (United Kingdom)
- www.beeresponsible.com** • Part of a campaign to encourage consumers to drink responsibly. (USA)
- www.beerinstitute.org** • Trade Association website giving details of all the Beer Institute initiatives. (USA)
- www.beerparadise.be** • Website giving details of all the initiatives of the Belgian Brewers Association and their Social Aspects Organisation. (Belgium)
- www.bierserver.at** • Trade Association website giving details of all the Austrian Brewers Association initiatives. (Austria)
- www.bierundgesundheit.com** • German translation of the Belgian beerandhealth.com website. (Germany and Austria)
- www.bob.be** • Belgian website for the "BOB"-designated-driver campaign of the Belgian Institute for Road Security and the Arnoldus Group. (Belgium)
- www.borsodisorgyar.hu** • Company website with details of corporate responsibility.
- www.brassseurs-de-france.com** • Trade Association website giving details of all the French Brewers Association initiatives. (France)
- www.brauer-bund.de** • Trade Association website giving details of all the German Brewing Association initiatives. (Germany)
- www.brewers.ca** • Website for the Canadian brewing industry giving details of all their initiatives and emphasising responsible drinking. (Canada)
- www.brewersofeurope.org** • Website for The Brewers of Europe giving details of all their initiatives and publications together with those of the WBA. (Europe)
- www.browary-polskie.pl** • Trade Association website giving details of all the Polish Brewers initiatives. (Poland)
- www.bryggeriforeningen.dk** • Danish Brewers Trade Association website which includes messages of moderation and responsibility, and the marketing code. Revised 2006. (Denmark)
- www.bryggeriforeningen.no** • Trade Association website giving details of all the Norwegian Brewers initiatives. (Norway)
- www.buddy.org.za** • Campaign website. (South Africa)

C

- www.carlsberg.com** • Company website containing a specific section on alcohol policy. (Denmark)
- www.cbk.nl** • Trade Association website giving details of all the initiatives of the Dutch Brewers Association. (The Netherlands)
- www.cerveceros.org** • Trade Association website giving details of all the initiatives of the Spanish Brewers Association. (Spain)
- www.collegetalkonline.com** • Part of a campaign called “Family Talk About Drinking” which encourages parents to communicate openly and honestly with their children as they prepare for the independence of college life. (USA)
- www.coorsbrewers.com** • Company website which includes information on responsible drinking. (United Kingdom)
- www.coors.com/part_resp.asp** • Part of the Coors Brewing Company’s website devoted to all their responsibility initiatives. (USA)
- www.cspas.cz** • Website for the Czech Beer and Malt Association which provides information for members, the media and the public. (Czech Republic)

D

- www.darbasgirtiemis.lt** • Official website of the drink drive social action program of the Brewers Association of Lithuania. (Lithuania)
- www.debutant.no** • Website associated with the programs of meetings with parents who have youth in the age of starting to drink. (Norway)
- www.designateddriver.com** • Website to publicise the Anheuser-Busch Companies, Inc. designated-driver campaign. (USA)
- www.diageo.com** • Company website giving access to all Diageo’s initiatives and policy documents. (International)
- www.dont-drink-and-drive.de** • A website aimed at young people to complement the “Don’t drink and drive” campaign. (Germany)
- www.drinkaware.ie** • A consumer facing website providing useful and practical information on alcohol and drinking. (Ireland)
- www.drinkaware.co.uk** • Website encouraging responsible consumption. (United Kingdom)
- www.drinkawaretrust.org.uk** • The Drinkaware Trust’s purpose is the preservation, protection and promotion of public health through the provision of education and research on alcohol related matters. (United Kingdom)
- www.drinkingandyou.com** • Consumer websites built around sensible drinking guidelines by AIM-Alcohol in Moderation. (UK, France, Spain, Germany, Sweden, US and Canada)
- www.drinkresponsibly.co.nz** • Trade Association social responsibility website. (New Zealand)
- www.drinkwise.com.au** • Social Aspects Organisation website. (Australia)

E

- www.eder-heylands.de** • Company website providing information about responsible consumption. (Germany)
- www.enjoyheinekenresponsibly.com** • Company website informing consumers about the effects of alcohol on health and social environment. (International)
- www.erab.org** • Foundation website giving details of the Board Members, grants awarded and how to apply for funding. (Europe)

F

- www.familytalkonline.com** • Part of a campaign to encourage open and honest communication between parents and children and help prevent underage drinking. (USA)
- www.florida.co.cr** • Company website providing access to all their responsible consumption programs. (Costa Rica)
- www.fryspunkt.dk** • A web-based educational program for young people funded by GODA. (Denmark)
- www.fryspunkt.no** • A website about the program directed at young people in high-school. (Norway)

G

- www.genietmaardrinkmetmate.nl** • Website giving information to children, parents and educators on reasons why children should not drink. (The Netherlands)
- www.goda.dk** • GODA’s website which includes facts about alcohol and information on sensible alcohol consumption. Updated 2005. (Denmark)
- www.grsproadsafety.org** • Official website of the Global Road Safety Partnership. (International)

H

- www.HealthAllianceonAlcohol.com** • A national education initiative on underage consumption. (USA)
- www.heineken.com/usa/cc/responsibly** • This company website with information about Responsibility initiatives. (USA)
- www.heinekeninternational.com** • This company website contains a specific section entitled “Corporate Responsibility” including alcohol consumption. (International)
- www.heineken.it** • A company website with details of corporate responsibility. (Italy)

I

www.ibesa.pt • Beer and Health website (Portuguese language). Information on the health benefits of moderate beer consumption. (Portugal)

www.icap.org • Website with details of The International Center for Alcohol Policies Initiatives and Publications. (USA)

www.inciativapivovaru.cz • The website of the Responsible Brewers Initiative. (Czech Republic)

www.initiative18plus.de • Information about the 18 plus initiatives in Germany and France. (Germany)

www.ireb.com • Research-organisation website giving details of their research. (France)

L

www.leeftijdsgrens.nl • Part of a campaign giving information on purchase age-limits. (The Netherlands)

M

www.mdcr.cz • Provides information about the "If you drink, don't open the car" campaign of the Czech Beer and Malt Association and others. (Czech Republic)

www.meas.ie • Social Aspects Organisation website with details of all MEAS initiatives. (Ireland)

www.millerbrewing.com/liveresponsibly/programs • Provides detailed information on all Miller Brewing Company's responsibility programs, as well as tools and resources which can be ordered or downloaded directly from the website. (USA)

www.MVParents.com • This brewer-sponsored website provides parents with asset-building tools and information. (USA)

N

www.nuortenakatemia.fi • Youth Academy website. (Finland)

P

www.panimoliitto.fi • Trade Association website giving details of all the Finnish Federation of the Brewing Industry initiatives. (Finland)

www.pass-scheme.org.uk • A website giving details about the Proof of Age Standards Scheme (PASS) with listings of approved suppliers. (United Kingdom)

www.paueducation.com/charter • European Road Safety Charter website. (Europe)

www.pivovari.com • Trade Association website. (Bulgaria)

www.portmangroup.org.uk • Social Aspects Organisation website which includes information on their Code of Practice and Proof-of-age Scheme. (United Kingdom)

www.preventdontprovide.com • Challenges adults to "Think Again" if they believe it's acceptable to buy alcohol for teenagers or provide it to them at parties. (USA)

R

www.reperes-alcool.com • A website about WHO recommended consumption levels and responsible drinking produced by the Brasseurs de France. (France)

www.rethinkingdrinking.org • A website to assist organizers of student and parent alcohol Information nights: designed to stimulate family discussions on alcohol. (Australia)

www.rockchallenge.co.za • Campaign website. (South Africa)

S

www.scottish-newcastle.com • Company website with details of corporate responsibility. (United Kingdom)

www.smartserve.ca • Website dedicated to developing and delivering responsible server-training to all individuals who serve alcoholic beverages in the province of Ontario. (Canada)

www.soifdevivre.com • Social Aspects Organisation website aimed at young people to provide information about alcohol misuse and prevention programs organised by Entreprise & Prévention. (France)

www.stiva.nl • Social Aspects Organisation website which includes information (also in English) on sensible drinking, activities, the self-regulatory Advertising Code, projects, fact sheets and rules for promotions in the on-trade. (The Netherlands)

www.sverigesbryggerier.se • Trade Association website which includes details of the Swedish Brewers self-regulation system. (Sweden)

T

www.tbaf.org.tw • Social Aspects Organisation website which provides campaign news and details of all the initiatives of the Taiwan Beverage Alcohol Forum. (Taiwan)

www.TEAMCoalition.org • Techniques for Effective-Management of Alcohol website providing full details of all the materials available. (USA)

www.thesensegroup.com • Social Aspects Organisation website. (Malta)

V

www.vivamosresponsablemente.com • Campaign website with details of the Guide for Parents. (Argentina)

W

www.whosyourbud.com • Website to publicise the designated Anheuser-Busch Companies, Inc. driver campaign. (USA)

Contact details

Brewers Trade Associations

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Fax: 357-22 66 56 85

CZECH REPUBLIC

Cesky Svaz Pivovaru A Sladoven (Czech Beer and Malt Association)

Lipova 15
CZ - 120 00 Praha 2
Tel.: 420-224 91 06 41
Fax: 420-224 91 45 42
csps@volny.cz
www.cspas.cz

DENMARK

Bryggeriforeningen

Faxehus
Gammel Carlsberg Vej 16
DK - 2500 VALBY
Tel.: 45-72 16 24 24
Fax: 45-72 16 24 44
info@bryggeriforeningen.dk
www.bryggeriforeningen.dk

DOMINICAN REPUBLIC

Asociación Dominicana de Fabricantes de Cerveza (ADOFACE)

Avenue Sarasota no 20
Torre Empresarial AIRD piso 11
Ensanche La Julia
Santo Domingo
Tel.: 809 227 6580

ESTONIA

Association of Estonian Breweries (AEB)

Tamme tee 1
Karksi
Viljandi mk.
69104 Estonia

Tel/fax: 372-43 54022
info@eestiolu.ee
www.eestiolu.ee

FINLAND

Panimoliitto (Finnish Federation of the Brewing Industry)

Pasilankatu 2 - P.O. Box 115
FIN - 00241 Helsinki
Tel.: 358-9 148 871
Fax: 358-9 1488 7201
info@panimoliitto.fi
www.panimoliitto.fi

FRANCE

Brasseurs de France

Bd Malesherbes 25
F - 75008 Paris
Tel.: 33-1 42 66 29 27
Fax: 33-1 42 66 52 79
contact@brasseurs-de-france.com
www.brasseurs-de-france.com

GERMANY

Deutscher Brauer-Bund e.V.

Neustädtische Kirchstraße 7A
D - 10117 BERLIN
Tel.: 49-30 209167-0
Fax: 49-30 209167-99
info@brauer-bund.de
www.brauer-bund.de

GREECE

Greek Brewers' Association

107 Kifissou av
122 41 EGALEO
Tel.: 30-210 538 42 87
Fax: 30-210 538 44 37

HUNGARY

Association of Hungarian Brewers

8-10 Fehérhájó street III/1
H-1052 Budapest
Tel.: 36-1 486 0536
Fax: 36-1 266 3661
mssz@sorszovetseg.hu
www.sorszovetseg.hu

IRELAND

The Irish Brewers' Association

84/86 Lower Baggot Street
Dublin 2
Tel.: 353-1 660 10 11
Fax: 353-1 660 17 17

ITALY

Associazione Degli Industriali Della Birra E Del Malto

Viale di Val Fiorita 90
I - 00144 Roma
Tel.: 39-06 54 39 32
Fax: 39-06 59 12 910
assobirra@assobirra.it
www.assobirra.it

JAPAN

Brewers Association of Japan

8-18 Kyobashi 2-Chome
Chuo-Ku
104-0031 Japan
Tel.: 81-3 3562 8386
Fax: 81-3 35621838
info@brewers.or.jp
www.brewers.or.jp

LITHUANIA

Lithuanian Brewers Association

Užupio 27-2, Vilnius
Tel.: 370-8 5 2498495
info@aludariai.lt
www.aludariai.eu

LUXEMBOURG

Fédération des Brasseurs Luxembourgeois

Rue Alcide de Gaspéri, 7
B.P. 1304
1013 Luxembourg – Kirchberg
Tel.: 352-43 53 66 1
Fax: 352-43 23 28
fed.brassers@fedil.lu

MALTA

The Malta Federation of Industry

Casa Leone
41 Pjazza Robert Samut
Floriana VLT 15
Tel.: 356-212 34 428
Fax: 356-212 40 702
info@foi.org.mt
www.foi.org.mt

MEXICO

Asociación Nacional de Fabricantes de Cerveza / Cámara Nacional de la Industria de la Cerveza y de la Malta (CANISERM)

Sófocles #146
Col. Palmas Polanco
C.P. 11560, MÉXICO, D.F.
Tel.: 52-55 57 8500
Fax: 52-55 57 8385
anfacer@anfacer.com.mx
www.cervcerosdominicanos.org

NEW ZEALAND (Until December 2006)

The Beer Wine & Spirits Council

Level 4, 70 The Terrace
Sun Microsystems House
P.O. Box 5384
Wellington
Tel.: 64-4 472 2959
Fax: 64-4 472 2366
bwsc@xtra.co.nz
www.beerwsc.co.nz

NORWAY

Norwegian Brewers Bryggeriforeningen

Sørkedalsveien 6
P.O. Box 7087 Majorstuen
N - 0306 OSLO
Tel.: 47-23 08 86 90
Fax: 47-22 60 30 04
info@bryggeriforeningen.no
www.bryggeriforeningen.no

POLAND

The Union of Brewing Industry Employers in Poland - Polish Brewers

Biuro Zarządu Związku
Al. Jana Pawła II 12 lok. 339
00-124 Warszawa
Tel.: 48-22 850 91 15
Fax: 48-22 850 91 14
biuro@browary-polskie.pl
www.browary-polskie.pl

PORTUGAL

APCV - Portuguese Brewers Association

Edifício EE3
Pólo Tecnológico de Lisboa, Lote 3
1600 - 546 Lisboa
Tel.: 351-21 710 1777
Fax: 351-21 710 1795
info@apcv.pt
www.apcv.pt

ROMANIA

The Brewers of Romania Association

Modern Business Center
34-36 Carol I Blvd.
2nd Floor
Bucharest 2
Tel.: 40-21 317 29 77
Fax: 40-21 317 29 85
info@berariiromaniei.ro
www.berariiromaniei.ro
www.brewersofromania.eu

RUSSIA

The Union of Russian Brewers

Rossolimo St 7 - office 408
119021 Moscow,
Tel./Fax: 7-495 245 5001, 245 7154, 246 0567
info@beerunion.ru
www.beerunion.ru

SLOVAKIA

Slovak Beer and Malt Association

Slovenske zdruzenie vyrobco piva a sladov,
Blumentalska 19,
816 13 Bratislava

SPAIN

Cerveceros de España

Almagro 24 - 2ª Izda.
E - 28010 Madrid
Tel.: 34-91 308 67 70
Fax: 34-91 308 66 61
info@cerveceros.org
www.cerveceros.org

SWEDEN

Sveriges Bryggerier (Brewers of Sweden)

P.O. Box 5115
S - 102 43 STOCKHOLM
Tel.: 46-8 522 535 00
info@sverigesbryggerier.se
www.sverigesbryggerier.se

SWITZERLAND

Swiss Breweries' Federation

Engimattstrasse 11
P.O. Box 2124
8027 ZURICH
Tel.: 41-44 221 26 28
Fax: 41-44 211 62 06
info@bier.ch
www.bier.ch

THE NETHERLANDS

Centraal Brouwerij Kantoor

Herengracht 282
NL - 1016 BX Amsterdam
PB 3462 NL-1001 AG Amsterdam
Tel.: 31-20 625 22 51
Fax: 31-20 622 60 74
info@cbk.nl
www.cbk.nl

TURKEY

Beer and Malt Producers' Association of Turkey

Selanik Caddesi No: 44/1
KIZILAY ANKARA
Tel.: 90-312 419 35 18
Fax: 90-312 419 38 79

UNITED KINGDOM

British Beer & Pub Association

Market Towers
1 Nine Elms Lane
GB - London SW8 5NQ
Tel.: 44-207 627 91 91
Fax: 44-207 627 91 23
enquiries@beerandpub.com
www.beerandpub.com

UNITED STATES OF AMERICA

Beer Institute

122 C Street, NW
Suite 350
Washington, DC 20001
Tel.: 1-202 737 2337
Fax: 1-202 737 7004
Info@beerinstitute.org
www.beerinstitute.org

Confederations of Brewers Brewing Trade Associations

EUROPE

The Brewers of Europe

23-25 Rue Caroly
B - 1050 Brussels
Belgium
Tel.: 32-2 551 1810
Fax: 32-2 660 9402
info@brewersofeurope.org
www.brewersofeurope.org

LATIN AMERICA

Cerveceros Latinoamericanos

5201 Blue Lagoon Drive
8th Floor
Miami FL 33126
Tel.: 58-212 239 1845 / 239 2891 / 239 2719
Fax: 58-212 239 1427
info@cerveceroslatinoamericanos.com
www.cerveceroslatinoamericanos.com
Social aspects organisations

Social Aspects Organisations

AUSTRALIA

DrinkWise Australia Ltd

Level 1
34 Queen Street
Melbourne Vic 3000
Tel: 61-3 9935 4700
www.drinkwise.com.au

BELGIUM

Groupe Arnoldus

Maison des Brasseurs
Grand Place 10
B - 1000 Brussels
Tel.: 32-2 511 49 87
Fax: 32-2 511 32 59
belgian.brewers@beerparadise.be
www.beerparadise.be

DENMARK

GODA

Gammel Carlsberg Vej 16
DK - 2500 Valby
Tel.: 45-72 16 24 10
info@goda.dk
www.goda.dk

FINLAND

Nuorten Akatemia (Youth Academy)

Asemapäällikönkatu 1
FIN-00520 Helsinki
Tel.: 358-20 7552 674
fax: 358-20 7552 681
toimisto@nuortenakatemia.fi
www.nuortenakatemia.fi

FRANCE

Entreprise & Prévention

13, rue Monsigny
F - 75002 Paris
Tel.: 33-1 53 43 80 75
Fax: 33-1 53 43 80 20
www.soifdevivre.com

IRELAND

Mature Enjoyment of Alcohol in Society Ltd (MEAS)

Merrion House
1-3 Fitzwilliam Street Lower
IRL - Dublin 2
Tel.: 353-1 611 4811
Fax: 353-1 611 4808
www.meas.ie
www.drinkaware.ie

MALTA

The Sense Group (TSG)

P.O. Box 36
Balzan BZN 01
Tel.: 356-21 432 387
Fax: 356-21 249 290
bonelloc@bpc.com.mt

SOUTH AFRICA

ARA - The Industry Association for Responsible Alcohol Use

G13, Silverberg Terrace
Steenberg Office Park
Lakeside 7945
Tel.: 27-21 702 3032
Fax: 27-21 702 2367
info@ara.co.za
www.ara.co.za

TAIWAN

Taiwan Beverage Alcohol Forum (TBAF)

11th Floor, 285 Zhongxiao East Road section 4,
Taipei 10692
Tel.: 886-2 8771 3295
Fax: 886-2 2772 0530
tbaf.org@msa.hinet.net
www.tbaf.org.tw

THE NETHERLANDS

STIVA- secretariat

Benoordenhoutseweg 22-23
NL - 2596 BA Den Haag
Tel. : 31-70 314 24 80
Fax : 31-70 314 24 81
info@stiva.nl
www.stiva.nl

UNITED KINGDOM

The Portman Group

7-10 Chandos Street
Cavendish Square
GB - London W1G 9DQ
Tel. : 44-207 907 3700
Fax : 44-207 907 3710
info@portmangroup.org.uk
www.portmangroup.org.uk

INTERNATIONAL

The International Center for Alcohol Policies (ICAP)

1519 New Hampshire Avenue NW
Washington
DC 20036
USA
Tel. : 1-202 986 1159
Fax : 1-202 986 2080
www.icap.org

Other industry funded Organisations

FRANCE

IREB - Institut de Recherches Scientifiques

sur les Boissons
19 avenue Trudaine
75009 Paris
Tel. : 33-1 48 74 82 19
Fax : 33-1 48 78 17 56
nleymarie.ireb@wanadoo.fr
www.ireb.com.

ITALY

Osservatorio Permanente sui Giovani e l'Alcool

Viale di Val Fiorita 90
00144 Roma - I
Tel. 39-06 60 50 77 41
Tel. : 39-6 54 39 32 15
Fax : 39-6 59 12 910
osserva.giovani@alcol.net
www.alcol.net

THE NETHERLANDS

SAR – Foundation for Alcohol Research

TNO Quality of Life

Utrechtseweg 48
3700 AJ Zeist
Tel. : 31-30 69 44 294
Fax : 31-30 69 44 928
hendriks@voeding.tno.nl

UNITED KINGDOM

AIM-Alcohol in Moderation

PO Box 2282,
Bath BA1 2QY
Tel.: 44-1225 471 444
Helena.Conibear@aim-digest.com
www.aim-digest.com
www.drinkingandyou.com

UNITED KINGDOM

BII

Wessex House
80 Park Street
Camberley
Surrey GU15 3PT
Tel.: 44-1276 684 449
Melanie@BII.ORG
www.bii.org
www.biiab.org

UNITED KINGDOM

The Drinkware Trust

7-10 Chandos Street
Cavendish Square
GB - London W1G 9DQ

Tel. : 44-20 7307 7450
Fax : 44-207 307 7460
info@drinkawaretrust.org.uk.
www.drinkawaretrust.org.uk

Brewers listed in the document

AUSTRALIA

Diageo Australia

Bondi Junction
Sydney
www.diageo.com

BELGIUM

InBev

Vaartstraat 94
B-3000 Leuven
www.interbrew.com

BRAZIL

AmBev

SAS Quadra 01 Bloco M Salas 407-412
Cep: 70070935 Brasília-DF Brasil
www.ambev.com.br

CANADA

Labatt Breweries of Canada

Labatt House
299-207 Queen's Quay West
Toronto
Ontario
M5J 1A7
www.labatt.ca

CANADA

Molson Canada

33 Carlingview Drive
Toronto
Ontario
M9W 5E4
www.molson.com

CHILE

Compañía Cervecerías Unidas S.A.

Bandera 84, 6th Floor
Santiago
www.ccu-sa.com

COSTA RICA

Cervecería Costa Rica (Florida Bebidas S.A.)

Llorente de Flores
Heredia
www.florida.co.cr

DENMARK

Carlsberg Denmark

100 Vesterfælledvej
DK-1799 Copenhagen V
www.carlsberg.com

DENMARK

Diageo Denmark

Strandvejen 32 D
Copenhagen 2100
www.diageo.com

DOMINICAN REPUBLIC

Cervecería Nacional Dominicana (CND)

Autopista 30 de mayo
Santo Domingo
www.cnd.com.do

ECUADOR

AmBev Ecuador

www.ambev.com.br

GERMANY

Diageo Germany

Welfenstrasse 2
Wiesbaden
Germany 65189
www.diageo.com

GERMANY

Eder & Heylands Brauerei GmbH & Co KG

POSTFACH 1220
63757 Grobostheim
www.eder-heylands.de

GREECE

Diageo Greece

Euro Plaza
274 Kifissias Avenue
Athens 152-32
www.diageo.com

HUNGARY

Borsod Brewery

Rákóczi út 81
H-3574 Bics
www.borsodisorgygar.hu

HUNGARY

Brau Union Hungária Sörgyárak Nyrt

Vándor Sándor st 1
9400 Sopron,
www.brau.hu

HUNGARY

SABMiller Subsidiary – Dreher Breweries Ltd

Jászberényi út 7-11
1106 Budapest
www.dreherrt.hu

IRELAND

Diageo Ireland

St. James's Gate
Dublin 8
www.diageo.com

ITALY

Diageo Italy

Via Principessa Felicita Di
Savoia 8/12
Turin 10131
www.diageo.com

JAMAICA

Diageo Jamaica
214 Spanish Town Road
PO Box 190
Kingston
Jamaica
www.diageo.com

JAPAN

Asahi Breweries Ltd
23-1 Azumabashi 1-Chome
Sumida-ku
Tokyo
130-8602 Japan
www.asahibeer.co.jp

JAPAN

KIRIN Brewery Company Ltd
10-1, Shinkawa 2-chome
Chuo-ku
Tokyo 104-8288
www.kirinholdings.co.jp

JAPAN

Sapporo Breweries Ltd
4-20-1 Ebisu
Shibuya-Ku
Tokyo 150-5822
www.sapporobeer.jp

JAPAN

Suntory Ltd
2-3-2 Daiba
Minato-Ku
Tokyo 135-8631
www.suntory.com

KENYA

Diageo Kenya
Kampala Road
Industrial Area
PO Box 18240
Nairobi
www.diageo.com

MALTA

Simods Farson's Cisk plc
The Brewery
Notabile Road
Mriehel BKR 01

MEXICO

Grupo Modelo, S.A.
Campos Elíseos N° 400
Col. Lomas de Chapultupec
C.P. 11000 México, D.F.
www.gmodelo.com.mx

MEXICO

Cervecería Cuauhtémoc Moctezuma
Alfonso Reyes 2202 Norte
Col. Bellavista
Monterrey, N.L. 64442
www.ccm.com.mx

PERU

AmBevPeru
www.ambev.com.br

PORTUGAL

Central de Cervejas
Estrada da Alfarrobeira
2625-244 Vialonga
Municipality of Vila Franca de Xira
Lisbon
www.centralcervejas.pt

RUSSIA

Heineken Brewery Group in Russia
Telmana St 24
196105 St. Petersburg
www.heineken.com

RUSSIA

SABMiller Subsidiary – LLC “Trans-mark”
40 B Ordynka St. Build. 1
119017 Moscow
Tel.: 7-495 937 3350
www.transmark.ru

RUSSIA

“Ochakovo” Moscow Brewery
Ryabinovaya St. 44
121471 Moscow,
www.ochakovo.ru

RUSSIA

OJSC Baltica Breweries
6th Verhniy per 3
194292 St. Petersburg
www.baltika.ru

SLOVAKIA

SABMiller Subsidiary – Pivovary Topvar, a.s.
Krusovska 2092,
955 14 Topolcany

SOUTH AFRICA

Diageo South Africa
Black River Park North
Black River Block B,C,D
Fir Road
Observatory 7925
Cape Town
www.diageo.com

SOUTH AFRICA

SABMiller subsidiary - SAB Ltd
65 Park Lane
Sandown
Sandton 2146
www.sablmlimited.co.za

SOUTH KOREA

Oriental Breweries (InBev Korea)
Hanwon Building
1449-12, Seocho-dong
Seocho-gu
Seoul, 137-866
www.beer.co.kr
www.interbrew.com

THE NETHERLANDS

Heineken NV
P.O. Box 28
1000 AA Amsterdam
www.heineken.com

UNITED KINGDOM

Adnams PLC
Sole Bay Brewery
East Green
Southwold
Suffolk
GB IP18 6JW
www.adnams.co.uk

UNITED KINGDOM

Coors Brewers Ltd
137 High Street
Burton upon Trent
Staffordshire
GB - DE14 1SZ
www.coorsbrewers.com

UNITED KINGDOM

Camerons Brewery Ltd
Lion Brewery
Hartlepool
County Durham
GB TS24 7QS
www.cameronsbrewery.com

UNITED KINGDOM

Diageo plc
8 Henrietta Place
London
GB - W1G 0NB
www.diageo.com

UNITED KINGDOM

Scottish & Newcastle plc
28 St Andrew Square Dundee Street
Edinburgh
GB - EH1 2AF
www.scottish-newcastle.com

USA

Anheuser-Busch Companies, Inc.
One Busch Place
St. Louis
MO 63118-1852
www.beeresponsible.com

USA

Coors Brewing Company
P.O. Box 4030
Golden
CO 80401-0030
www.coors.com/responsibility

USA

Diageo USA
801 Main Avenue
Norwalk
CT 06851-2704
www.diageo.com

USA

Heineken USA, Inc.
360 Hamilton Avenue
Suite 1103
White Plains
NY 10601-1103
www.heinekenusa.com

USA

SABMiller Subsidiary – Miller Brewing Company
3939 W Highland Boulevard
P.O. Box 482
Milwaukee,
WI 53201-0482
www.millerbrewing.com/liveresponsibly

VENEZUELA

AmBev
www.ambev.com.br

VENEZUELA

Cervecería Polar CA
2da. Avenida Los Cortijos de Lourdes
Edif. Centro Empresarial Polar
Caracas
www.empresas-polar.com

VENEZUELA

Diageo Venezuela
Centro Coinasa - Piso 6
Av. San Filipe
La Castellana,
Caracas 1060
www.diageo.com